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THE NATIONAL NEWSPAPER OF MARKETING

Dislikes 'Sweat', 'Itchy' and Sexy Close-Ups . . .

Personal Products Spec Issued by NAB Board

TV Code Review Group Lists 'Dos and Don'ts' to Guide Advertisers

WASHINGTON, Sept. 18—In a move to "upgrade" the quality of commercials for seven sensitive categories of personal products, the television code review board of the National Assn. of Broadcasters released this weekend a report specifying "dos and don'ts" to "guide those who create and produce television commercials."

The board stressed that it is not seeking to force any of these products off the air. But it reported rising public concern over the level of taste displayed in some commercials, and it contended: "Clearly the need for self examination of television advertising through the television code review board not only is proper but urgent."

■ Since the show-down on hemorrhoid remedies this spring, NAB has made no secret of the fact that an effort was shaping up to deal with some of the controversial techniques which have been used by a number of personal products advertisers.

For months a committee under E. K. Hartenbower, KCMO-TV, Kansas City, has been collecting monitoring reports and other information. Its problem has been to prepare a report which would pinpoint objectionable techniques without pointing a finger at any individual advertiser or product.

In the final version approved by the board this week, the report on personal product advertising is confined to seven major classes of product: Laxatives, deodorants, depilatories, toilet tissues, corn and callous removers, cold and headache remedies and foundation garments. For each group the board summarizes its objections under the heading "avoid," and offers recommendations under the heading "seek."

■ Generally, the board rebels at unpleasant words like "sweat," "itch" or "unsightly"; diagrams which "duplicate the mechanics of elimination by charts or props; sexy close-ups, and morbid emphasis on discomfort." It recommends emphasis on pleasant aftereffects, demonstrations which rely on abstract rather than graphic, and—for such items as foundation garments—the use of dummies rather than human bodies.

Here's a summary:

Laxatives: Avoid over-dramatization of discomfort, emphasis on speed or efficiency, charts or props to duplicate mechanics of elimination. Seek means to demonstrate pleasant after-effect. Use settings other than family bathroom.

Deodorants: Avoid words like "sweat" and "odor," shots of arm-

(Continued on Page 105)

U.S. Liberalizes Tax Deductibility Rules on Ads

Defines Deductible Institutional Area; 'Lobbying' Still Barred

WASHINGTON, Sept. 18—The Internal Revenue Service this weekend is releasing a surprise new proposed tax regulation which seeks to eliminate doubt over the deductibility of most institutional advertising while drawing a line against ads which seek to influence elections or legislation.

The new rule, a revised version of Sec. 162, Par. C (1) of the Internal Revenue Code, provides wide latitude for advertisers to discuss public issues, but it keeps the door shut on the deductibility of ads which promote legislation, even in instances where the survival of the business may be at stake.

The proposal, due for release in the government's official journal, "The Federal Register," over the weekend, represents a major modification of an earlier draft which brought a storm of protest from advertising groups when it was circulated for comment more than three years ago. Under Treasury rules, 30 days are allowed for comment. If adopted in the proposed form, the rule will result in the first substantial change in federal tax rules on advertising in more

(Continued on Page 105)

Top 100 Advertisers Invested $474,160,383 in 1st Six Months: PIB

NEW YORK, Sept. 18—The 100 leading advertisers in magazines, network tv and newspaper supplements spent $474,160,383 in the first six months of 1959, according to Leading National Advertisers figures compiled by Publishers Information Bureau.

This total is $38,563,276 (8.9%) higher than last year's total for the same period—$435,597,105.

Procter & Gamble remained in the lead, with a total expenditure of $29,936,133, a decrease of $65,887 from the company's total expenditure of $30,002,020 for the same period in 1958. General Motors remained in second place, with a total expenditure of $28,395,446—an increase of $1,284,239 over last year.

General Foods Corp. continued in third place with a total expenditure of $18,960,892, an increase of $2,278,259 over the previous year. Lever Bros. moved up from seventh position ($12,797,639) in '58 to fourth position ($18,552,310) in '59.

Expenditures for all 100 leading advertisers appear on Page 106. #

BELLE BOOSTER—*Nikita Khrushchev's U. S. visit inspired this page ad in Montana newspapers inviting the Soviet premier to the Golden Belle restaurant and bar in Billings where "antagonisms, indeed, unkind thoughts, are completely out of place." Homer Groening, Portland, Ore., handles the account.*

P.O.'s 'Policy' Rate Making Is 'Abuse': McCabe

Rate Power Used to Control Mail, 'Newsweek' Publisher Tells DMAA

MONTREAL, Sept. 16—Threats of additional U. S. postal rate increases were the subject of biting criticism as a record-breaking crowd of more than 1,200 admen concluded the 42nd annual convention of the Direct Mail Advertising Assn. here today.

The four-day sessions drew what is believed to be the largest crowd ever to attend an advertising convention.

■ The strongest attack on postal rate policy came from a magazine

(Continued on Page 8)

'$5,000,000 Won't Buy Much of Aspirin Market' . . .

Ad Dollar Pressure Is Vital: de Tarnowsky

Share of Ad Total Has 'Amazing Relation' to Market Share: Drug Exec

NEW YORK, Sept. 16—New products have to be promoted—heavily. If you are preparing to bring out a new consumer product, you'd better be prepared to match the advertising expenditures of competitors—dollar for dollar.

This piece of advice comes from Pierre A. de Tarnowsky, exec vp of Warner-Lambert Pharmaceutical Co., who spoke today at the annual marketing conference of the National Industrial Conference Board.

Describing new products as a "matter of survival," Mr. de Tarnowsky reminded his audience that a product "cannot speak for itself" and that "you can't expect people to come in a store and rummage around looking for something new to buy. People must be told and told and told."

It all comes down, he said, to this question: "How much of your hard-earned money are you willing to spend?"

■ The Warner-Lambert executive noted that "no marketing man is happy to dwell too long on the power of the dollar in a competitive business.

"It's much more soothing to his ego to find modest ways to suggest that whatever products he has succeeded with have succeeded out of creative genius and brilliant management," he said.

"Well," Mr. de Tarnowsky continued, "it's perfectly obvious that creative genius and managerial brilliance are very important factors in success. But if your competitor possesses them in equal

(Continued on Page 106)

Spot TV in 2nd Quarter Tops '58 by 16%: TvB

P&G Extends Lead; Six Newcomers Join Top 100; Daytime Spending Gains

NEW YORK, Sept. 16—Six advertisers made their first appearances among the top 100 spenders in spot tv during the second quarter of 1959.

Newcomers to the top 100 category were General Motors regional dealers, which ranked 39th; Purex Corp., 47th; American Motors Corp., 59th; Sonny Boy Co., 63rd; Revere Camera Co., 80th, and Philco Corp., 100th, according to a report by the Television Bureau of Advertising based on data obtained from stations by N. C. Rorabaugh Co.

Total spot tv gross time expenditures by national and regional advertisers during the second quarter of this year reached $158,904,000, based on the 347 stations reporting. This represented a 22% increase over the comparable 1958 quarter, when 329 stations reported $130,353,000 invested. A compari-

(Continued on Page 107)

At ANA Conference . . .

Berner Explains 'The Fine Art of Consumer Deals'

Researcher Outlines Art of Dealing; Nevin Warns of Over-Dealing 'Neurosis'

NEW YORK, Sept. 18—The fine art of consumer deals—how to make them work, how to make them profitable and how to gauge results—held the center of attention at the Assn. of National Advertisers sales promotion workshop here yesterday.

Speakers repeatedly cited the "defensive" characteristic of most consumer deals, emphasizing that the best deal works for long-term market gain, and toward long-term volume and profit increase. And over and over again the inadvisability of going into deals to meet competition was emphasized.

Speakers also dwelt on the importance of the selective consumer offer—the offer that hits the best customers, or a definite income or age or family market.

The analysis of consumer offers and principles governing them was conducted by Frederic G. Berner, vp of Market Research Corp. of America, who warned of the problems inherent in an in-

(Continued on Page 8)

Last Minute News Flashes

P&G's Dawn Bar Bows in Three Markets

NEW YORK, Sept. 18—Introductory advertising has broken for Dawn, the first floating deodorant bar, in Portland, Me., St. Louis, and the Phoenix-Tucson area. Newspaper and Sunday supplement pages are headlined: "New bath and beauty discovery from Procter & Gamble.' Tv spots also are running for the premium-price, pink, gold-foil wrapped, soap detergent bar, which is competitive with P&G's Zest. Young & Rubicam is the agency.

Reddi-Wip, Resigned by D'Arcy, Moves to North

LOS ANGELES, Sept. 18—Reddi-Wip Inc., marketer of pressurized cream, has appointed North Advertising to handle its account, effective Jan. 1, '60. The account was resigned this week by D'Arcy Advertising Co. "due to a policy conflict." D'Arcy, Toronto, will continue to handle Reddi-Wip in Canada. Top-Wip, a Reddi-Wip subsidiary, will continue to be handled by Kenyon & Eckhardt, which acquired the account from D'Arcy in May. Reddi-Wip, which has been billing about $400,000, plans a greatly increased budget for 1960.

Ziff-Davis Names EWRR for Two Lines

NEW YORK, Sept. 18—Ziff-Davis Publishing Co. has appointed Erwin Wasey, Ruthrauff & Ryan to handle advertising for its special interest magazine and its book division. The account was previously handled by Galbraith-Hoffman Advertising.

(Additional News Flashes on Page 105)

Occasional Goof Misses 21% Return . . .

H. K. Porter Thrives on 'Action Philosophy'

Schellenbach Tells NICB Merger-Minded Company Gains from Flexibility

NEW YORK, Sept. 18—Burton Schellenbach, vp-sales, H. K. Porter Co., played the maverick's role at the annual marketing conference of the National Industrial Conference Board, which closed here today.

Some 2,000 business executives attended the three-day meeting at the Waldorf-Astoria and they listened to more than 70 talks.

The speakers lectured at length on such topics as long-range sales planning, recruiting and training of marketing research personnel, how to profit from new product ideas, getting the most out of market research, how to predict the sales of new products and how to improve marketing research relationships. But not Mr. Schellenbach.

■ He opened his straight-from-the-shoulder talk by announcing that "this will probably be the least sophisticated or 'business school' set of remarks delivered at this meeting."

He went on to explain that at H. K. Porter, "we do not have time for the splendid formalization which is possible in an organization with a large central staff, with highly divided responsibilities.

"Our organization functions along very simple lines," he continued. "The chairman owns nearly 80% of the company. The president reports to the chairman. I report to the president.

"This gives us tremendous mobility in decision making. It enables us to decide in a matter of minutes questions which take some companies with large staffs and highly divided responsibilities weeks or even months to get settled."

■ Mr. Schellenbach added that "this does not mean that we are always right," but he charged that "a good many of the procedures, multitudinous delegations of responsibility and committees that exist in some companies are there in part because they are good to hide behind. They create such a smog that it is difficult to find out what individual made a decision—be it right or wrong."

To show how H. K. Porter works, Mr. Schellenbach detailed how the company has diversified

(Continued on Page 8)

'Glamour'-'Charm' Combination Brings Ad Personnel Shifts

NEW YORK, Sept. 17—A batch of advertising promotions have been announced at *Glamour*, including that of Ralph F. Timm from ad manager to ad director.

Glamour will be combined with *Charm*, effective with the November issue, as a result of Conde Nast's purchase of Street & Smith Publications, which includes *Charm* (AA, Aug. 31).

The new ad manager at *Glamour* is Richard A. Shortway, formerly eastern ad manager. Also moving up the ladder are Thomas H. Lawrence, from New England ad manager to eastern ad manager; Neil Butwin, from classified ad manager to eastern display staff; and Harvey Singer, from classified sales to classified ad manager.

■ Moving from *Charm* to the combined book are Louis A. Trilsch, as New England ad manager, and Van Behal as West Coast ad manager. Mr. Behal succeeds David D. McCollum, who moves to a similar spot at *Mademoiselle*. Mr. McCollum succeeds Ted Kral, who has resigned.

At the same time new rates and guarantee for the new combined book have been announced. Effective with the February issue, rates will be based on a guarantee of 950,000; b&w page rate will be $4,750. *Glamour's* former rate was $3,325 per b&w page, based on a guarantee of 665,000. #

Hamilton Heal Hampton

POSTMASTER'S PRIZE—*Hon. William Hamilton, Postmaster General of Canada, presents H. E. Hampton, ad manager of the Canadian National Railways, the Postmaster General's Award for the year's most outstanding direct mail ad program by a Canadian company. Observing is Robert E. Heal, president of National Direct Mail Corp., Montreal, sponsor of the award which is reportedly the first of its kind in North America. The award was made at the Direct Mail Advertising Assn. meeting in Montreal (story on Page 1).*

Lewin Will Ask Four A's to Drop Mogul, Williams

'Morally Unworthy or Unprofessional Conduct' Clause Cited in Charge

NEW YORK, Sept. 17—Following the start of his arbitration hearings against Mogul, Williams & Saylor, A. W. Lewin said today that he plans to ask the American Assn. of Advertising Agencies to drop MW&S from membership under a "morally unworthy or unprofessional conduct" clause.

The former chairman of the board of Mogul, Lewin, Williams & Saylor (his name has now been removed from the door) said he would not go before the Four A's until the completion of the two arbitration hearings which were scheduled to begin this week. One hearing concerns a breach of employment charge, the second a stock repurchase agreement.

■ "In my opinion, there was a conspiracy to get rid of me," Mr. Lewin stated today. "I never resigned, nor asked to be relieved of my position. It was purely and simply a breach, and it was conducted in a most arbitrary and ruthless manner. They even bolted and padlocked my private office so that I did not have access to my business papers and personal effects. I doubt that anything like it has ever occurred in the ad agency business.

■ "It is for this reason, and others that I cannot reveal here, that I plan to go before the president and board of directors of the Four A's to propose that Mogul, Williams and Saylor be dropped from membership. Section 5, Article 4 of the constitution and by-laws of the Four A's provides that membership may be annulled, 'when a member indulges in morally unworthy or unprofessional conduct, subversive to the best interests of advertising'," Mr. Lewin said.

"It seems to me that, as a keystone of ethical practices and standards in the advertising agency business, the Four A's should properly be exposed to what has taken place at 625 Madison Ave. I might add that A. W. Lewin Co., forerunner of LW&S, was a member of the Four A's since 1937."

■ Emil Mogul, president of Mogul, Williams & Saylor, responded to Mr. Lewin's remarks with: "We do not regard it as appropriate to comment on any of Mr. Lewin's statements while the arbitration proceedings are in process. We shall present all the facts in the arbitration." #

Nashville Papers Adopt Frequency, Volume Discount Plan

NASHVILLE, Sept. 17—The Continuity-Impact-Discounts plan for national advertisers, which was created and adopted last week by the *Louisville Times* and *Courier-Journal* (AA, Sept. 14), has been adopted by the *Nashville Banner* and *Nashville Tennessean*.

The C-I-D plan provides discounts of up to 13% for advertisers who contract for a 13, 26, 39 or 52-week cycle of advertising in both of the Nashville dailies. Advertisers must run a minimum of 300 lines weekly, and a 12% discount is allowed on all minimum linage run. All linage in excess of the minimum earns a 13% discount.

A hiatus of one week is permitted an advertiser with a 13-week contract; two weeks for those with a 26-week agreement, etc.

The Nashville plan becomes effective Jan. 1. The only difference between the Nashville and Louisville plans is that advertising in the Sunday magazines of the *Tennessean* may be applied against C-I-D contracts. #

'Marketer of Year' Truesdell Hits Selling Based on Price Alone

CHICAGO, Sept. 18—Zenith Radio Corp.'s sales successes have changed the marketing thinking and approach of "every other manufacturer in the industry," according to Leonard C. Truesdell, exec vp in charge of marketing at Zenith.

Mr. Truesdell was named "Marketing Man of the Year" last night by the Chicago chapter of the American Marketing Assn.

He pointed to Zenith as a company which refused to sell price alone, but instead turned to quality features and improvements for its marketing tactics.

He expressed concern over American marketing in general, commenting, "We are building a 'national bargain basement,' and each day the price must be lower and lower. I'm very much afraid

Leonard C. Truesdell

that management is being led down the road of no return by marketing men who are merchandising, promoting and selling on the basis of price, gimmicks and deals."

■ Mr. Truesdell noted that Zenith is meeting the increased competition of inexpensive Japanese made transistor portable radios by concentrating on features which "give an extra measure of value to the consumer." Despite a 100% sales increase for the Japanese portables in the U.S. through August of this year, Zenith's portable radio sales to dealers rose 35% during the same period, he added. #

Read to Succeed Swezey at WDSU

NEW ORLEANS, Sept. 18—Robert D. Swezey will step down as exec vp and general manager of WDSU Broadcasting Corp. Jan. 1, to be succeeded by Louis Read.

Mr. Read, now vp and commercial manager of WDSU, will become both exec vp and general manager when Mr. Swezey resigns.

Mr. Swezey, active for many years in the National Assn. of Broadcasters and other radio-tv groups, has been with WDSU for ten years. After Jan. 1 he will continue as a vp and director of WDSU Corp., which operates a radio and tv station. He will also continue as a vp and director of Modern Broadcasting Co. (WAFB-TV), Baton Rouge, in which WDSU has a majority interest.

■ Mr. Swezey told ADVERTISING AGE his resignation reflects his desire to pursue other interests, as yet indefinite. "I'm a little tired of being a station manager," he said. He indicated his future activities would probably be in the field of communications, and added that he expected to remain active in the NAB, where he is presently chairman of the freedom of information committee. #

Multer Bill Demise Is Green Light for OBA

WASHINGTON, Sept. 17—The Own a Bit of America promotion was freed from the danger of congressional intervention when a House judiciary subcommittee took time during the adjournment rush to vote down the Multer bill (H.R. 8107) to prevent business men from using U. S. savings stamps as merchandise premiums.

The action, taken on the final day of the congressional session, was in accord with the wishes of the Treasury Department, which registered a strong protest against any legislation which might reduce the amount of cooperation offered by business men in promoting bond sales (AA, Aug. 31).

Late last week Rep. Thomas Lane (D., Mass.), chairman of the subcommittee, indicated a final vote on the bill might be delayed until the committee received further information from the Treasury (AA, Sept. 7).

Later Rep. Lane said members disposed of the bill in the belief that the Treasury will issue regulations to make sure that promotions involving the use of stamps and bonds as premiums do not create the impression that the product is endorsed by the government. #

Acme Hamilton Sets Business Paper Ads for Tint Gas Hoses

NEW YORK, Sept. 18—Acme Hamilton Mfg. Corp., Trenton, N. J., will advertise Color Guard gasoline curb pump hose with two-color six and 12-time pages next year in *Automotive West, Gasoline Retailer, National Petroleum News, Petroleum Engineer, Petroleum Marketer, Petroleum Processing, Petroleum Week* and *Service Station & Garage*.

The new hose, which comes in yellow, red, green and blue, plus white, was introduced with four-color bleed pages in July and August *National Petroleum News*.

George Pinheiro, advertising manager, told ADVERTISING AGE that the first user is the eastern division of Shell Oil Co.

The Acme Hamilton space and sales promotion budget next year for all the company's products will be $250,000—up from $148,000 this year.

The Acme Hamilton agency is Kennedy-Ceglia, Trenton. #

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At PAAA Conference . . .

'Sophisticated' Premiums Urged by JWT's Wolff

Florida Mutual's Steele Tells Grapefruit Spoon Success—2,000,000 in '59

NEW YORK, Sept. 15—Thirteen basic guideposts with which to sell premiums to women were outlined to a premium advertising conference today at a meeting sponsored by the Premium Advertising Assn. of America.

The meeting, held in conjunction with the annual four-day New York Premium Show which began yesterday, also learned about the "specialized tool" which has become a highly successful premium for the Florida grapefruit industry and in the process has actually increased grapefruit consumption.

And it was told about new plans to discover just what housewives really think of the premiums they get.

■ Janet Wolff, vp and senior copy group head, J. Walter Thompson Co., said that premiums that are useful to a woman's family, household and children still come first in her heart, but today's woman is changing and "we often should offer sophisticated premiums which appeal to her new knowledge." She suggested painting sets, gourmet cookbooks and ceramics as creative premiums that "should be extremely successful."

Mrs. Wolff listed a baker's dozen guideposts as important to planning successful premium promotions to women.

1. When offering premiums, emphasize high value of the product, never just low price.
2. Don't be afraid to offer a woman premiums that are really new, or have a new twist.
3. Don't mislead a woman about your premiums; she will

(Continued on Page 74)

W. Free D. Papert M. Free F. Papert

MIXED DOUBLES—*The four principals of Madison Ave.'s newest agency, Papert & Free, 375 Park Ave., converged out of some of advertising's best known shops.*

Two Husband-Wife Teams Form New 'Compact' Agency—Papert & Free

Veteran Admen, Women Have Cortland, Upjohn, Guards Club as Clientele

NEW YORK, Sept. 15—Two married couples have teamed together to form New York's youngest ad agency, Papert & Free, with offices in the Seagram Bldg. and a staff of 15.

The foursome consists of Diane and Frederic Papert and Marcella and William Free—all veteran creative executives with large New York agencies.

Mr. Papert had been creative supervisor for Pepsi-Cola and Equitable Life at Kenyon & Eckhardt, while Mr. Free was art group head for Coke, Dorothy Gray, Nabisco etc., at McCann-Erickson. About a year and a half ago they left the big-agency life to set up a consulting service together.

■ This consulting venture proved to be so successful that this summer they decided to expand into an agency—and at this point their wives decided to join in the adventure. Mrs. Papert resigned from Warwick & Legler as copy group head on Revlon, and Mrs. Free stepped out of Lennen & Newell, where she had been copy group head on Lorillard and other accounts.

■ Charter accounts for the new agency are Cortland Line Co., Cortland, N. Y., manufacturer of

(Continued on Page 78)

Bosomy Ad Was Okay—Just Too Big, Exhibitor Learns

KARLSRUHE, Sept. 15—In Germany, where film advertising is strictly controlled by the censor, showing an oversize bosom for 30 minutes two years ago has just cost a Karlsruhe theater owner a $12 fine.

Seems that in July, 1957, a theater owner here played the Swedish film, "She Danced Only a Summer," starring the Swedish actress Ulla Jacobsson.

Even the advertising placards for films must pass censorship by the German Self-Censorship Film Board, and for this particular pic, a standard-size theater display cardboard placard was okayed.

The publicity-conscious theater owner, though, turned the card over to an advertising company which blew it up to four meters square (172 sq. ft.), enlarging considerably the expanse of Miss Jacobsson's bosom depicted on the display.

■ The huge card was on display in front of the theater for only half an hour when an anonymous passer-by alerted the police. They arrived on the scene; the theater owner agreed to paint a sheaf of grass over the offending area; and the huge sign went back up.

That wasn't enough, though. One week later, a postal inspector

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Research, Advertising Help Phone Company Ring Bell with Consumers

Profit Aspirations Lie in Creating, Promoting New Optional Services

CHICAGO, Sept. 15—Telephones, in the last five or six years, have gone through a change not unlike a cocoon's conversion to a butterfly.

Like a regenerating breed, Mr. Bell's instruments have emerged from closets and out-of-the-way corners, jettisoned unneeded weight, traded their black coats for cheerfully attractive colors and rushed forth throughout the house to appear boldly just about everywhere.

They have, in sum, changed from utilitarian gadgets to esthetic *objets d'art*, as part of a vast plan to merchandise telephone service as never before.

Fairly typical of all Bell companies in terms of general merchandising approach and over-all purpose is the Chicago-based Illinois Bell Telephone Co.

■ The Bell system's move, according to O. W. Tuthill, general manager of Illinois Bell's merchandising department, is a product of the more competitive economy that has emerged in this country since World War II.

The growth of discretionary spending power, changes to more family-centered living, consumer desires for things that are "quick and easy" and for individuality and taste—all of these have made for a race for sales volume in which a utility like the phone

(Continued on Page 68)

DIAL IN HAND—*Still in the laboratory stage is this unit that has the dial in the hand piece rather than on the base. A variation of this would replace the dial with pushbuttons for fast calling.*

Lynn Ellis, Adman, Adviser to Agency Heads, Dies at 78

WESTPORT, CONN., Sept. 16—Lynn W. Ellis, 78, who served as confessor and consultant to a large portion of the management of smaller advertising agencies in the U. S., died here Sunday after a brief illness.

For about 34 years Mr. Ellis conducted—through the Ellis Foundation Plan—one of the most active retirements on record. Officially, Mr. Ellis retired from the agency business at 43, after having been McCann-Erickson's Cleveland manager, to devote himself to the science and practice of agency management. Over the years, foundation plan members (limited to owners, partners, managers, officers or senior key executives of agencies) beat their way to Westport to talk to Mr. Ellis—at $15 for 30 minutes.

Lynn Ellis

Others (about 150 in 1955) received "AQA," or "Agency Questions & Answers," a semi-monthly publication. Questions which applied to 5% or more of agency managements were answered in "AQA," and an advance answer could be bought for $6.

■ After graduating from Iowa State College in 1907, Mr. Ellis joined the Department of Agriculture, became an expert on the economics of power farming, and later joined Rumely Co., LaPorte, Ind. At Rumely, which later became part of Allis-Chalmers, he was put in charge of the advertising department; later he ran seven departments with 85 people in them. ("Believe me," he once told an AA reporter, "I had to learn how to organize.")

He joined McCann from Rumely, setting up the Cleveland office as

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'Reader's Digest' Offers Merchandising Plan to Advertisers

NEW YORK, Sept. 16—*Reader's Digest* has issued a schedule of allowances for advertisers participating in its Cooperative Merchandising Plan.

Under the new arrangement, the *Digest* offers advertisers dollar allowances on a two-for-one basis, with total allowances based on advertising frequency. Thus the *Digest* invests part of its own promotion funds (regular credits), plus additional funds (matching credits), if the advertiser matches the latter dollar for dollar.

For advertisers using the magazine's U. S. edition, allowances work out this way: For fewer-than-six-page schedules, the advertiser is entitled to $150 regular credits and $150 matching credits per page, if he puts up $150 of his own money. Thus the *Digest* will ante up $300 for each page scheduled and for every $150 put up by an advertiser.

On frequencies of six to eleven pages, combined matching and regular credits come to $400 per page. A schedule of 12 or more pages gets the advertiser $250 in regular and $250 in matching credits per page, or $500 in merchandising allowances, for every $250 put up by the advertiser.

■ In the *Digest's* western edition, combined regular and matching credits range from $150 per page

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Judge's Ruling Lays Advertisers Open to Litigation

Finding of 'Class Suit' Hits GF, Hunt, Morton; New Case 7 Others

CHICAGO, Sept. 15—A $3,000,000 anti-trust suit brought by two wholesale and 23 retail grocers in the Chicago area against three major food manufacturers has been ruled a "class" suit by a U.S. district court judge here.

Following on the heels of this development in the case that has been in court for more than three years, the same wholesale and retail grocers filed another anti-trust suit against seven other food manufacturers. Named as defendants in the new suit are Lever Bros., National Dairy Products Corp., National Biscuit Co., Nestle Co., Quaker Oats Co., Standard Brands and Adolph's Ltd.

In his decision, Judge William J. Campbell ruled that any retail grocer in the Chicago area in competition with Great Atlantic & Pacific Tea Co. or any wholesale grocer in that area who sells products made by General Foods Corp., Hunt Foods and Morton Salt Co. to retail stores could enter the anti-trust action and claim damages.

■ The U.S. court of appeals last year (AA, Aug. 4, '58) ruled that General Foods, Hunt and Morton Salt had failed to prove in the lower court that their payments to *Woman's Day* for advertising were available proportionately to other grocery retailers in competition with A&P in accordance with Section 2(d) of the Robinson-Patman Act. The three suppliers should be required to do this, the court said.

Judge Campbell set Sept. 28 for a pre-trial hearing, at which time he will determine a deadline for other grocers to enter the suit. This presumably could include

(Continued on Page 44)

Canada Railways Seeks Agency for $800,000 Account

TORONTO, Sept. 15—Fifteen agencies are pursuing the advertising account of Canadian National Railways, a crown corporation.

The account is estimated to be worth $800,000 a year in billings.

Canadian Advertising Agency Ltd., a relatively small shop, currently directs the account and is one of the agencies which have submitted presentations.

The railroad's U.S. advertising account, which is handled by the Montreal office of McCann-Erickson, will not be moved.

It is understood that the status of the Canadian account will be made known within the next six weeks.

■ CNR asked the 15 agencies for presentations. Surprisingly enough, a number of Liberal agencies were included (the Progressive-Conservative party is in power at Ottawa).

Said a spokesman for the railway: "This is strictly a business decision. Politics doesn't enter into it."

Nevertheless, trade circles here would be somewhat shocked if the account were to land in the lap of a Liberal agency. #

Florida Citrus Sets $3,100,000 8-Month Budget

Magazines Supplant TV as Key Medium to Be Used by Commission

LAKELAND, FLA., Sept. 18—The Florida Citrus Commission this week approved a record eight-month expenditure of $3,100,000 in advertising, with magazines taking over from tv as the key medium in the schedule.

The new program covers the period from Nov. 1 to July 1, 1960, and, added to the current $705,000 summer and fall program, will bring the fiscal year spending to over $3,800,000.

As outlined by Benton & Bowles and approved by the commission, the eight-month program will be spearheaded by $1,458,000 worth of color ads in magazines. Another $390,000 will go into color ads in supplements, and $450,000 into b&w newspaper space. Tv buying will be limited to nine participations on "What's My Line?" (ABC-TV) for around $325,000, while the remainder of the budget—nearly $500,000—goes for production and trade advertising.

■ Just a year ago, the commission was in the process of setting up a somewhat smaller program which was dominated by a CBS-TV package deal which called for expenditure of nearly $1.5 million for participation in the "What's My Line?" "Perry Mason" and "Douglas Edwards" shows.

Spokesmen for Benton & Bowles told commission members and a large gathering of industry representatives here Tuesday that they are recommending magazines for the major share of money this season because full color provides appetite appeal and because magazine ads also are well suited to the educational type program used to emphasize the need for daily use of vitamin C.

Copy and media plans also were affected by the decision of some magazines to sell circulation by zones and/or states, which agency spokesmen said "permits the use of full color precisely fitted to the product pattern of our business, and also against the points where we believe the potential is the highest."

■ Both *Look* and *The Saturday Evening Post* will be used in this fashion, primarily in the eastern half of the nation where Florida sells most of its production. Other national magazines on the schedule are *Better Homes & Gardens*, *Farm Journal* and *Life*.

The 12-man presentation team from Benton & Bowles, headed by A. W. Hobler, chairman of the agency's executive committee and management supervisor for the citrus commission account, showed an impressive array of color layouts featuring photographs of fresh fruit which will be used appetizingly to advertise both processed and fresh citrus products.

Typical of copy designed to combat inroads of synthetic drinks are slogans such as "nature's powerhouse of vitamin C" and "only nature knows the combination."

■ In addition to the commission's ad program, Benton & Bowles also currently is carrying on a special promotion for the more than 20 companies which produce frozen orange juice concentrate. Harry Warren, B&B vp and Florida representative, outlined this three-month activity following presentation of the commission's program.

Some $1,250,000 is being spent by the processors on direct advertising during the September-October-November special concentrate promotion, out of a total budget of $3,300,000. This $1,250,000, added to the over-all 12-month citrus commission ad budget of around $3,800,000, will enable B&B to spend more than $5,000,000 for advertising on behalf of Florida citrus products during the fiscal year ending June 30.

JAMES E. KENNEY *has been promoted to advertising manager of Willys Motors Inc., Toledo, a title vacant since Charles R. Mougey resigned about three years ago. Mr. Kenney formerly was assistant advertising manager.*

CANADA DRIVE SET FOR FLORIDA ORANGE JUICE

LAKELAND, FLA., Sept. 15—An ad drive has been launched in Canada for Florida frozen orange concentrate by 22 producers of Florida frozen orange juice.

Frank D. Arn, director of advertising and merchandising for Florida Citrus Commission and coordinator of the program, said the Canadian campaign was "separate and apart" from the big domestic drive and was developed "entirely for the Canadian trade and Canadian consumers."

Ads in the program feature coupons worth 12¢ to each consumer on the purchase of four 6-oz. or two 12-oz. cans of any brand of Florida frozen orange concentrate. Ads are scheduled in 17 Canadian dailies, and a color page will run in *Weekend Magazine*.

■ The campaign is part of a three-month, $3,300,000 special promotion program by the frozen juice producers (AA, Aug. 3). Magazines, newspapers and supplements will be used in the U.S.

Benton & Bowles, the agency for the Florida Citrus Commission, is handling this push. #

Orson Welles Sues CBS

Actor-producer Orson Welles has filed a $425,000 damage suit against the Columbia Broadcasting System for using material from his 1938 radio show, "The War of the Worlds," in the 1957 tv program, "The Night the World Trembled." Columbia Artists Inc. and Westinghouse Corp., sponsors of the program, have been named as co-defendants.

Protzman Named Ad Manager

Roy Protzman Jr., formerly vp and general manager of Pennington Press, Chicago book publisher, has been named ad manager of *Science & Mechanics*, Chicago. Earlier Mr. Protzman was with *Popular Mechanics* and *Better Homes & Gardens*.

Another thriller-diller from WJRT—

"One if by land!

Two if by sea!"

"And four if by WJRT, Ponsonby—the efficient way to cover Flint, Lansing, Saginaw and Bay City."

Listen, admen, and you shall hear—plenty! That WJRT is *the* single-station way to reach the other big Michigan market. That you get Flint, Lansing, Saginaw and Bay City with one buy and a grade "A" or better signal. That you're right where things happen with WJRT's inside-out coverage of mid-Michigan and its nearly half-million TV households. If you're aiming at Flint, Lansing, Saginaw and Bay City, WJRT is your bull's-eye buy. Come on in—it's open season on sales.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Greensboro-

GREEN THUMB OF THE NEW SOUTH'S MARKETS

15th Market in Total Retail Sales

Sales grow bigger and faster in the Greensboro metropolitan market — where retail sales have increased a hundred million dollars in just four short years. Schedule your advertising in the only medium with dominant coverage in this market and selling influence in over half of North Carolina.

Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

A message to advertisers about THIS WEEK Magazine:

"IN my opinion . . . THIS WEEK Magazine is first among advertising media, particularly for those of us who are interested in the pre-selling of the items we handle. THIS WEEK should be a primary advertising medium for all national grocery manufacturers."

Jule M. Newman
President, Hinky Dinky Food Stores, Omaha, Nebraska
(36 stores. $45,000,000 annual volume)

To Move Goods Fastest . . . Buy The Big One

This Week MAGAZINE

CIRCULATION MORE THAN *13,000,000*

Eberhard Faber Shifts to Lefton

WILKES BARRE, Sept. 17—The $250,000 advertising account of Eberhard Faber Pencil Co. has been switched from Anderson & Cairns to Al Paul Lefton Co., New York.

The account had been with Anderson & Cairns for about five years; previously it was handled by Hicks & Greist.

The selection of the new agency was confined to a fairly small group of candidates. Harry E. Fischer, advertising and sales promotion manager of Eberhard Faber, initially picked 12 agencies with similar experience and noncompetitive accounts. Of the dozen, eight were interested, and correspondence and interviews brought the eight down to two—Marschalk & Pratt and Al Paul Lefton, with Lefton getting the nod. #

Smith, Dorian Opens Office

Smith, Dorian & Burman, new Hartford advertising and public relations agency, has opened its offices at 57 Farmington Ave. The company is affiliated with Smith & Dorian Inc., New York. President of the new agency is Alan R. Burman, formerly of J. Walter Thompson Co. Ron T. Smith and Marc Dorian, of the New York office, are secretary and treasurer respectively.

Robert Kline & Co. Adds One

Robert Kline & Co., Richmond, Va., has been appointed to handle advertising and promotion for Little Oil Co., a distributor of Phillips 66 in the Richmond area. A consumer contest to promote fuel oil sales is planned.

Trendex Promotes Reilly

Eugene L. Reilly was promoted from director of sales to the new post of vp in charge of sales at Trendex Inc., New York.

Adman in the News . . . *Donald J. Wilkins*

(*For other AFA news, see Page* 34)

WASHINGTON, Sept. 16—Donald J. Wilkins, who has been selected to head the new Advertising Federation of America office here, has been on the Washington scene in the armed services and as an agency vp since the final months of World War II.

During the postwar period he has been closely identified with military recruiting advertising, first as officer in charge for the Army and Air Force, and subsequently as executive in charge of advertising agency personnel working on recruiting accounts.

He has served as task force director for the Advertising Council on military projects on many occasions, and has handled pr and advertising and legislative liaison assignments as a member of Air Force Assn., National Guard Assn. and National Council on Airspace.

For the past seven years he has been vp of Erwin Wasey, Ruthrauff & Ryan here, where the main item of business has been the Air Force account. With the loss of this account earlier this year, EWRR has been in the process of closing the Washington office. But Don Wilkins continued to hunt for new business.

Only last month he was responsible for signing the National Institute of Drycleaning, Silver Spring, Md., a promising new pr and advertising account which is to break into national advertising next year with a two-page spread in *The Saturday Evening Post*.

■ Born in New York, Mr. Wilkins attended school in Chicago and graduated from Notre Dame. His first experience in advertising was as business manager of the Notre Dame "Juggler" which, he reports, enjoyed a profitable operation under his direction.

Donald Wilkins

His prewar career started as advertising salesman on the *Chicago Tribune* from 1928-'33. After trying unsuccessfully to operate his own agency, he joined Roche, Williams & Cleary as account executive in 1936, serving until he was commissioned in the Army Air Corps in 1941.

His wartime service included assignment as pr officer at SHAEF headquarters. Transferred to Washington, he became chief of Air Force public information—as he puts it, "by process of elimination in the demobilization rush"—a post he held until he was released in September, 1947, with the rank of colonel.

Shortly afterward he was recalled for a second tour of duty and given direction of Army-Air Force recruiting advertising.

Demobilized again in 1951, he joined Robert W. Orr here to direct efforts in behalf of the National Guard account. Two years later when National Guard switched to Ruthrauff & Ryan, he went with it. In 1954, when the Army and Air Force recruiting advertising accounts were split, he captured the $1,000,000 Air Force account for EWRR.

■ In service he found misconceptions about advertising which may be indicative of some of the situations he will deal with after he opens up shop for AFA here Oct. 1.

"People were well-meaning and wanted to learn," he says, "but they have very uninformed ideas about advertising.

"In the service," he recalled, "when we set out to retain an agency, inevitably we would be confronted with people who thought you should buy advertising the same way you buy planes: from the lowest bidder."

He became interested in seeking the new AFA job when he heard advertising's Washington problems discussed at the Four A's meeting last spring.

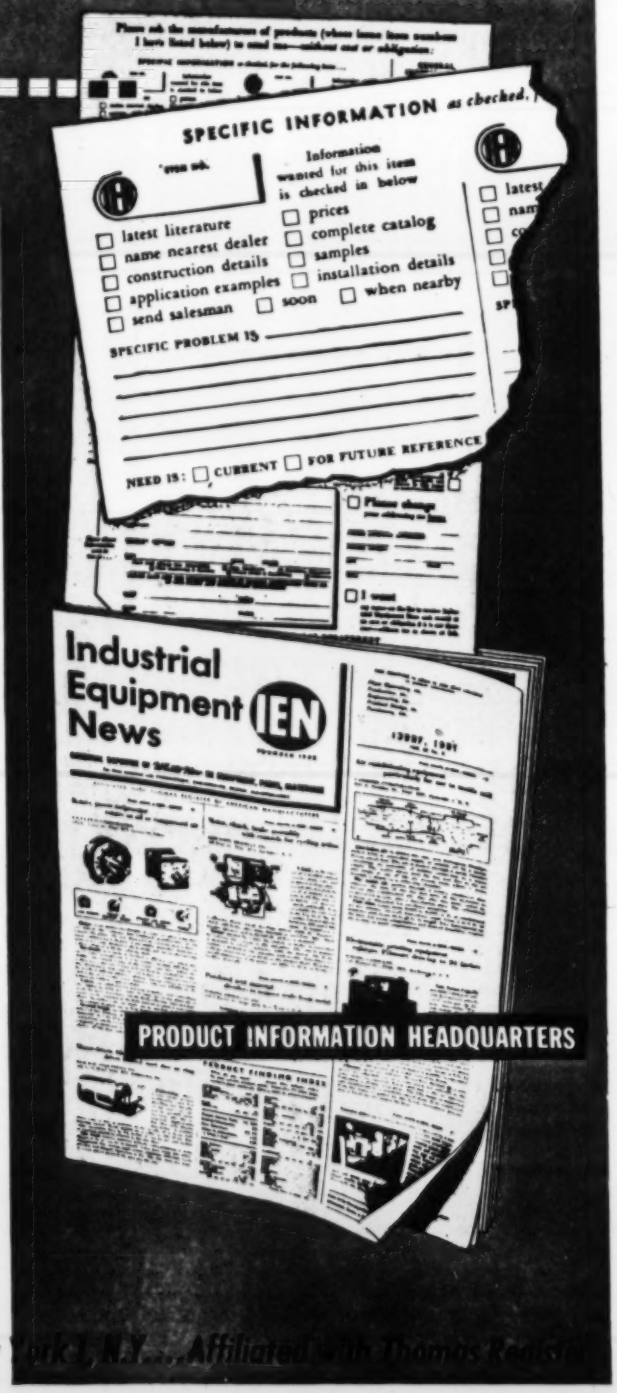
■ He believes one neglected job is to correct the public's image of an adman. "For every adman who is attending a cocktail party," he declares, "there are probably ten burning the midnight oil. Admen are about the hardest working people in the country."

He has been advised that AFA's mission here will be to "help establish the missing information and educational link between advertising and the nation's capital." In executing this, he is to operate in the area of "communications"—bringing information about advertising to Washington, and information about Washington problems to advertising. He is not to indulge in any lobbying.

An injured hip has not interfered with his favorite hobby, outdoor living, and he still seizes any opportunity for a canoeing and camping trip beyond the reaches of "tin can" tourists in remote and undisturbed parts of Quetico National Park in Ontario.

As therapy for the hip he has become an expert swimmer and so have his two sons and two daughters. Don and his wife, the former Margaret Cosgrave of Omaha, and his family live in nearby Bethesda, Md. #

HAVE YOU RESEARCHED YOUR MARKETS LATELY?.....



There never has been a time when it was more important to find out what's happening to your fast-changing markets . . . what new markets are opening to you because of new products and new methods.

The usual market survey is slow and costly. But there is a method which costs little and will give you quickly — not opinions — but concrete evidence of buying intent.

The best way to find out what will sell where and when is to offer your products to the 73,000 product selectors in the top 40,000 establishments in all 452 industries accounting for 4/5 of U.S. production, on the pages of Industrial Equipment News. The response from your ads will show you what industries in which states are the readiest buyers.

In addition, some of your best prospects will tell you their problems; whether their need is immediate or for the future; when to send a salesman; and will indicate their special interest in your literature, complete catalog, name of nearest dealer, construction details, application examples, prices, samples, installation details. (See form above which they will use.)

This IEN exclusive SPECIFIC INFORMATION REPLY FORM has been in use for more than three years and is now widely relied upon. Nearly 1/3 of IEN inquiries are detailed in this way. This service costs you nothing extra. Indeed, for less than $200 a month, you can advertise to these 73,000 specifiers and buyers and, at the same time, have the market research information resulting from their replies.

Details? Send for THE IEN PLAN and data file.

Industrial Equipment News

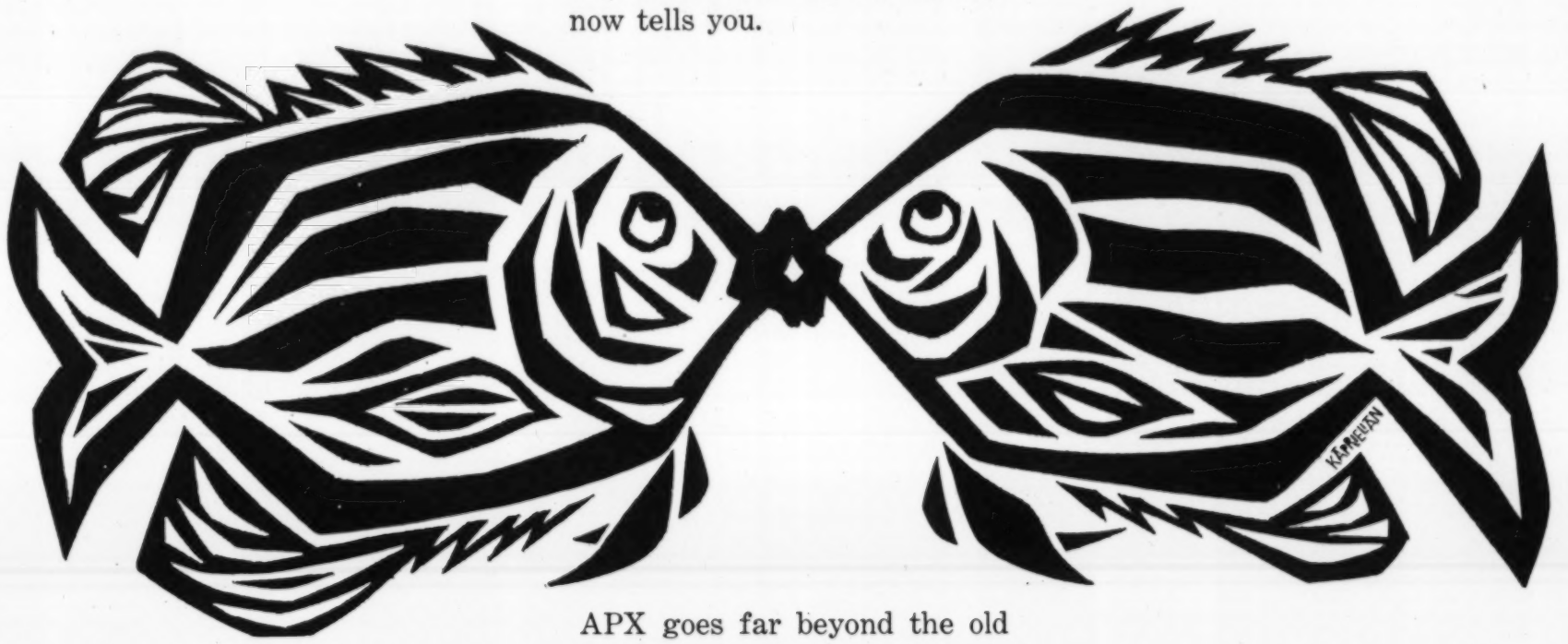
Thomas Publishing Company

BPA NBP ...461 Eighth Avenue, New York 1, N.Y. ...Affiliated with Thomas Register

Don't miss the buss!

How often does a ready customer run smack into your ad page?

No need to fish for that fact yourself. The Post Ad Page Exposure study (done by Politz with a national sample of 12,000) now tells you.



APX goes far beyond the old hand-line method of counting people who buy a magazine, or look at any editorial matter, or pass it along. APX now tells you how many times prospects for *your* product see *your* ad page. In the Post, readers turn to and *return* to your ad page 29 million times. It's the HI-FREQUENCY medium!

Don't miss the bus! Ask a Post salesman to reel off the facts and figures... any time!

(These tropical Kissing Gouramis know that frequent face-to-face contact makes lasting friends.)

A CURTIS MAGAZINE

the HI-FREQUENCY medium

P.O.'s 'Policy' Rate Making Is 'Abuse': McCabe

(Continued from Page 1)

publisher. Addressing the final luncheon session today, Gibson McCabe, publisher of *Newsweek*, called the present Post Office policy "an abuse of power."

"In the U. S., unlike Canada," he said, "it is Post Office officials' attitude that increases in third class rates may—hopefully, in their view—reduce the volume of mail order mail. The Magazine Publishers Assn. expects further attempts to raise rates above the two-thirds increase requested in 1958, particularly if the push for a 5¢ first class rate shifts into high gear.

"Postal rates involve many valid considerations," he added. "But to apply rate-making powers to curtail, as part of public policy, a reputable, legitimate, profit-creating and employment-creating channel of communication is an abuse of such power.

■ "The notion that a burdensome quantity of mail descends in veritable avalanches upon the people of the U. S. is a strange myth—a funny misconception if it weren't treacherous to communications channels that pump life blood through our economy, [providing] the sales momentum needed to keep goods moving, people working, fed, clothed, housed and educated."

Mr. McCabe provided some simple mathematics to back up his statements. "If all the annual 61 billion pieces of mail in all postal classes were divided equally among our 50,000,000 U. S. homes, each one would get about four pieces daily," he pointed out. "But well over half goes to businesses. Less than half of third-class mail goes to consumers."

He called upon DMAA members to do the kind of soul-searching the magazine field has done. "We have hired outside, objective research to find out our weaknesses as well as our strengths," he noted. "To do this kind of work properly, you must invest enough and wisely."

He suggested that DMAA raise or devote some of its funds to finding out objectively and honestly what its "image" really is and how to improve it.

■ In contrast to the direct mail advertisers' view of U. S. postal policy, Canadian Postmaster General William Hamilton drew cheers when he addressed the opening session Monday.

"It is a cardinal principle of the postal service of Canada," he told the convention, "that we are a service organization and that our effectiveness depends on the existence of a friendly spirit of cooperation between those who use our services and ourselves.

"To achieve this," Mr. Hamilton said, "my department must, as much as humanly possible, adjust itself to our patrons' requirements; must tailor our operations to their wishes and conduct ourselves in a way which is pleasing and helpful to them."

The Canadian postmaster general also drew applause with a review of his department's financial report. "Generally we attempt to operate on a break even basis," he said. "We have not done badly in this respect—in the past two years we have had revenues of $177,500,000 and a net deficit of $400,000 and, in the second, revenues of $183,400,000 and a net deficit of $173,000."

■ At its business sessions, DMAA elected S. Arthur (Red) Dembner, *Newsweek* circulation manager, board chairman. Earle Buckley, president, Earle Buckley Organization, Philadelphia, was re-elected vice-chairman, and Harold U. Banks, assistant superintendent of sales promotion training, Sun Life Assurance Co. of Canada, Montreal, was re-elected Canadian vice-chairman.

S. A. Dembner

Fred L. Williams, advertising and sales promotion manager, Pennzoil Co., Los Angeles, was re-elected western vice-chairman.

John H. Warner, director of advertising, Aetna Life Insurance Co., Hartford, was re-elected secretary, and Robert A. Enlow, manager, records and circulation, American Medical Assn., Chicago, was named treasurer. Robert F. DeLay, DMAA president, continues in this office as fulltime executive. Herbert J. Rohrbach Jr. was named assistant to the president.

■ In his acceptance speech, Mr. Dembner called for DMAA members to "stop practicing what I like to call 'halfmanship'." He pointed out that "too many good ideas are suffocated under the stifling cloak of practicality.

"Try some of the newer ideas. Experiment. Take calculated risks," he challenged members.

As one of his first official acts, Mr. Dembner plans to write to all U. S. cabinet secretaries and offer them DMAA assistance on any projects where "our particular talents will be of value." To assist in such a project, he named Joe McGee, president, Old American Life Insurance Co., Kansas City, a former DMAA board chairman, to head a national advisory committee to be composed of past national chairmen of DMAA. He also instructed Paul Bringe, Milwaukee direct mail consultant, to set up regional direct mail councils composed of former board members and other top people in the field.

MASA KIMBALL AWARD GOES TO HARRINGTON

MONTREAL, Sept. 18—David L. Harrington, board chairman and chief executive officer of Reuben H. Donnelley Corp., Chicago, was announced as the winner of the 1959 Miles Kimball Gold Medal Award, the highest honor in direct mail advertising.

David L. Harrington

In presenting the award, E. M. Pittenger, Chicago, Kimball Award chairman, traced Mr. Harrington's long career devoted to advancing direct mail as a major ad medium. He cited especially Mr. Harrington's key role in establishing the Business Mail Foundation, a non-profit organization serving as a public relations arm for the entire business mail industry.

Mr. Harrington is the eighth winner of the award, which is conferred annually by the MASA to the person who has made outstanding contributions toward the most effective use of direct mail. #

Berner Explains 'The Fine Art of Consumer Deals'

(Continued from Page 1)

dustry in which the marketing men spend their time on consumer offers rather than selling their products—"a breakdown of established brand loyalties and... the market of deal shoppers."

■ He pointed out that a substantially lower repeat rate shows from new buyers obtained through a deal than from new buyers acquired otherwise. Similarly, deal buyers float from one deal to another; one group bought deals twice as fast as did the new customer group attracted by non-deal incentives.

He illustrated the gain in share of market of a non-premium cereal (presumably Ralston), drawing a moral—"Your most profitable deal may be the one you don't run; opportunities do exist to employ non-deal techniques profitably in a field where deals are the rule."

Mr. Berner illustrated the problem of introduction of a new product by showing deal and non-deal areas. In the deal areas, where advertising was supported by a consumer offer, the product got off to a fast start, but in time both deal and non-deal areas showed about the same franchise. He warned that if a competitor had kicked off a product with a deal in the charted non-deal areas, the picture would be different.

■ He emphasized that a deal can help at later stages of product development, as in a case where a new brand used a coupon, and showed almost all its gain among previous buyers, thus shaping a definite purchase pattern.

Mr. Berner also talked succinctly about brand loyalty. Very few customers limit their purchases in any product class to a single brand, he said. They have varying degrees of loyalty. Some are loyal to one or two brands; others may use several brands. If the franchise of your brand contains a high proportion of the multiple brand buyers, a packed-in coupon can be an effective way of getting more of these families.

From a defensive standpoint, he showed a case where competitive dealing hurts a non-dealing brand in getting new buyers. In another case, dealing is hurting a non-dealing brand with its best customers; they were vulnerable to only one of several competitive deals, but one offering a big bargain; so that the key competitor has boosted his share of the core market from 8% to 20%.

■ Faced with a competitive dealing situation, Mr. Berner thinks, a non-dealing manufacturer might forego defensive dealing, since the reduction is in new buyers, and these may be largely deal buyers. In the second case, defensive dealing is indicated, but possibly only in those places where the big bargain deal is being offered.

He emphasized that selective dealing is important and can be done through couponing, for instance, upper income homes in an area. On the other hand, off-label packs do better with younger families, while a mailed coupon does better among older families.

"Important differences do occur in the acceptance of various kinds of deals," he commented.

■ Finally, Mr. Berner emphasized profit—how much of a bargain to offer and still get results. In one deal, giving away ¼ lb. attracted as many new buyers as one in which 1 lb. was given away—and the repeat rate on new customers was about equal.

He posed two rules: "Give away only as much as you have to—be careful you don't give away too much" and "If the deal involves free merchandise, don't make the initial purchase required too small." Here a strong brand franchise helps; a strong brand with a lesser bargain gets about the same proportion of new buyers as a weaker brand with a greater offer.

ARNO H. JOHNSON, *vp and senior economist of J. Walter Thompson Co., has been elected chairman of the board of directors of the Advertising Research Foundation. Mr. Johnson, formerly vice-chairman, succeeds Ben R. Donaldson, who automatically ceased to be chairman when he resigned from Ford Motor Co.*

■ William M. Nevin, vp and director of market development, Compton Advertising, told the group, "Defensively spent dollars rarely build sales—they can hold business, but at high cost." He emphasized the wisdom of being "the aggressor in the promotional area," and he tended to discount the buying of dealer cooperation. He decried an "anxiety neurosis" called "Let's meet everybody's proposition everywhere."

He also urged advertisers to resist the temptation to match private labels—"Our only hope against them is our own consumer franchise . . . a desire for our brand that can overcome price differentials, and display prominence." Private brands have price and display working for them, he conceded, and argued that promotions have to enhance the consumer image, not just achieve a "fleeting near parity with private labels."

Mr. Nevin argued for close cooperation between advertiser and agency on the sales promotion team, citing the creative talent of the agency and its services and experience on other products.

■ Mr. Nevin's high regard for agencies in the sales promotion field wasn't echoed by William C. Nigut, merchandising consultant. Mr. Nigut stressed the importance of talking to the trade—particularly supermarket operators—about the profitability and workability of a promotion from the operator's viewpoint. He relayed a terse opinion from an operator: "Manufacturers solicit their agency's opinion rather than ours, and they wonder why we reject the abortions that they present." #

Griswold-Eshleman to Move

Griswold-Eshleman Co., Cleveland, has leased the 12th floor of the recently completed office building at 55 Public Square for its executive and general offices.

Johnson Joins 'Promenade'

Hamilton S. Johnson, formerly with *Gourmet Magazine*, has joined the New York sales staff of *Promenade*. He will be in charge of liquor advertising.

H. K. Porter Thrives on Its Action Philosophy

(Continued from Page 2)

its operations in the past two years.

"Twenty-four months ago," he said, "Porter had 10 divisions—Quaker Rubber, Delta-Star Electric, Riverside-Alloy, Refractories, Connors Steel, Vulcan Steel, Forge & Fittings, Disston, Leschen Wire Rope and Porter Canada.

■ "In that period we have acquired the Thermoid Co. and the name of the Quaker division became Thermoid division. We acquired Thomas Insulator Co. and this fitted naturally into our Delta-Star Electric division.

"We acquired National Electric Products Corp., which became a new division. Kidd Drawn Steel Co. was acquired and was a natural put-together with Vulcan to create the Vulcan-Kidd Steel division. We acquired Cleveland Hardware & Forging Co. and this has now become the Cleveland works of our Forge & Fittings division. We also acquired Herron Zimmers Moulding Co. and this has become a Mouldings division. In Canada, we acquired Federal Wire & Cable, now part of Porter Canada."

In addition, he said, seven Porter divisions diversified their operations, bringing out a "multitude of minor new products and lines."

■ Delivering his punch-line, Mr. Schellenbach said that none of these diversification steps "was preceded by an elaborate and detailed market study. In all of them, the irrevocable decision to proceed was made because, (1) the company could be acquired on a favorable basis, or (2) there appeared from quick observation of boxcar figures to be room in a market for an additional competitor, or (3) a division needed a product to round out a line, or (4) a division could manufacture a product and its sales organization could sell it, with little added cost."

Mr. Schellenbach described this as the "philosophy of action versus study." He conceded that some of these efforts are now falling short of Porter's requirement of 21% return on invested capital—and he admitted that the current difficulties might have been anticipated by careful advance study—but he told his listeners that Porter is "just as fleet-footed" at getting out of new fields as it is in getting into them.

■ At Porter these decisions are all made by top management. Mr. Schellenbach explained, "We do not have time to disseminate policy so that those able people in the lower echelons of the division know what we are seeking and can respond to it. It is also partly because there is considerable pressure on our divisions to produce monthly profits and this necessary obsession reduces their creative time."

■ Mr. Schellenbach charged that instead of coordinating efforts, "we in industrial marketing tend too often to advertise a product in February, publicize it in June, get out a catalog in mid-summer and hope some of our salesmen will try to sell it in the fall. The paradoxical part of it is we spend just as much money doing all these things at different times as we would if we did them in a coordinated manner, and we achieve only about one-tenth of the effectiveness."

CLOSE-UP OF $560,000,000 ANNUAL FOOD SALES

MIAMI HERALD

ONE OF AMERICA'S GREAT CENTERS

ONE OF AMERICA'S GREAT NEWSPAPERS

IN MIAMI GOLD COAST FOOD AND FUN GO TOGETHER

Sunny year-round outdoor living and entertainment find expression in patio barbecues and poolside parties. It's a way of life and companionship that boosts grocery sales to almost $11,000,000 a week... truly an imposing market for advertisers whose products move through supermarkets.

Food and groceries advertised in The Miami Herald get "top shelf" treatment in supermarkets. First in the nation in Food Advertising, 2nd in Total Advertising . . . The Herald commands quick, responsive action because it is unquestionably the No. 1 Sales Force in South Florida. It sells your product all day long – at one low cost – in more than five times as many Greater Miami homes as tune in on the average TV evening program.

IN SOUTH FLORIDA... 12th largest retail market in the U.S.A.... THE TOTAL SELLING MEDIUM IS

The Miami Herald

ONE OF AMERICA'S GREAT NEWSPAPERS

CONTACT STORY, BROOKS & FINLEY, NATIONAL REPRESENTATIVES

Information for Advertisers

• **Chemical Engineering** has compiled a 34-page booklet covering the chemical process industries market, the function and work of the chemical engineer. Included in "Facts about Chemical Engineering" are sections on circulation concentration, advertising leadership and special services for advertisers. Additional information may be obtained from McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36.

• **Mead Papers Inc.** has prepared a booklet which includes a sampling of the complete range of weights available and cover grade and a demonstration of both full-color process and single color halftone printing. Copies of the "Black & White Letterpress Enamel and Coated Cover" may be obtained from Mead Papers, 118 W. 1st St., Dayton 2, O.

• The **Philadelphia Inquirer** has compiled results of a study on food buying patterns of families in the Philadelphia area, conducted by Sindlinger & Co. More information may be obtained from the *Philadelphia Inquirer*, Philadelphia 1.

• **Employee Recreation** has prepared a market study on company expenditures, organization and administration of programs. Additional information may be obtained from *Employee Recreation*, 575 Lexington Ave., New York 22.

• **American Girl Magazine** has published a six-page booklet describing the habits, likes and interests of the Girl Scout market. Additional information may be obtained from L. R. Barnhart, *American Girl Magazine*, 830 3rd Ave., New York 22.

• **Storecast Corp. of America** has prepared a directory of supermarket merchandising services which includes new programs in frozen foods, health and beauty, packaged meats and produce, dry groceries, etc. Copies of the brochure may be obtained from Leo Miller, Storecast Corp. of America, 11 W. 42nd St., New York 36.

• **The Southwestern Publishing Co.**, *Fort Smith, Ark.*, (*Fort Smith Southwest American* and *Times Record*) has published its fourth annual consumer analysis of Fort Smith. The analysis provides data on product distribution, buying habits and brand preferences of families in Fort Smith. Additional information may be obtained from Southwestern Publishing Co., Fort Smith, Ark.

• **Fairchild Publications**, New York, has published "Fairchild's Dictionary of Textiles," a reference book containing 12,000 definitions covering all fibers, fabrics and finishes, as well as uses of fabrics. The 627-page book is priced at $25 per copy. #

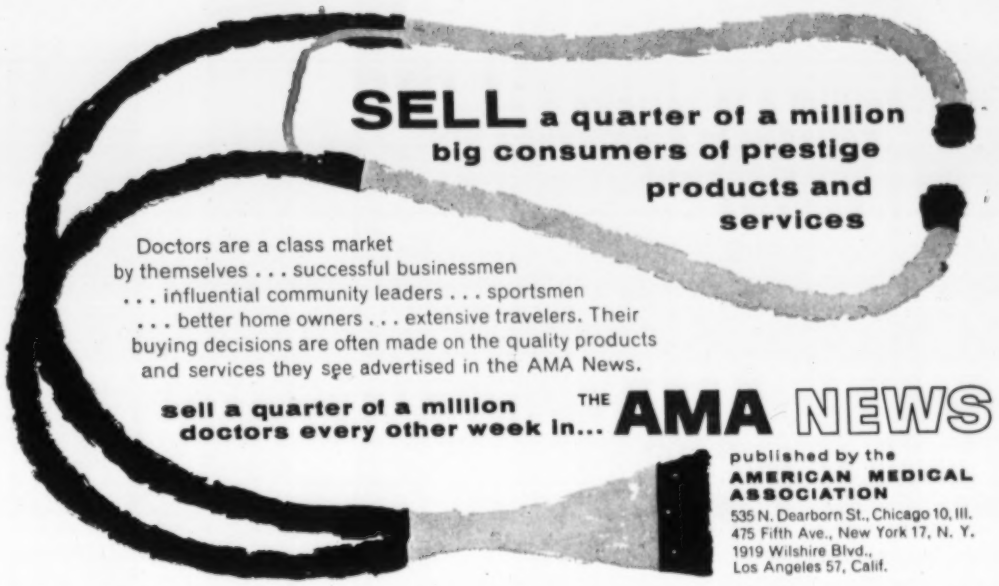
'Trailer/Body Builders' to Bow in November

Trailer/Body Builders, new monthly business publication, is slated for appearance on Nov. 1. The monthly business magazine, with a guaranteed controlled circulation of 5,000, will be published by Tunnell Publications, 1602 Harold St., Houston. It is intended for manufacturers of truck trailers, truck bodies, truck and trailer tanks, and school bus bodies throughout the U.S.

Rate for a b&w page, one time, is $250. Oct. 15 is the closing date for space reservations for the November issue.

Robert Hall Spot Budget Up

Robert Hall Clothes, New York, will step up its spot advertising by adding 30 new stations to its present line-up of 278 radio and tv stations. The radio-tv budget will be increased by 15% over the fall of 1958. More than 10,000 radio spots and 1,500 tv announcements will be used each week in about 150 cities in a campaign to run through Christmas. Arkwright Advertising Co. is the agency.


SELL a quarter of a million big consumers of prestige products and services
Doctors are a class market by themselves . . . successful businessmen . . . influential community leaders . . . sportsmen . . . better home owners . . . extensive travelers. Their buying decisions are often made on the quality products and services they see advertised in the AMA News.
sell a quarter of a million doctors every other week in...
THE AMA NEWS
published by the AMERICAN MEDICAL ASSOCIATION
535 N. Dearborn St., Chicago 10, Ill.
475 Fifth Ave., New York 17, N. Y.
1919 Wilshire Blvd., Los Angeles 57, Calif.

Legal Liquor Will Bring $70 Million
At 10 a.m. Tuesday 60-odd Tulsa store operators will help pull the cork on a $70 million industry—legalized liquor.
This will be the amount of sales in the state during the first 12 months. J. Boris Kremer, Tulsa wholesaler, who has been an executive in the business since 1934, said.
It will surpass Kansas which has annual sales of $52 to $53 million.
Kremer is a partner in United Beverage. He formerly headed a Wichita wholesale concern and was at one time general sales manager for the Kessler Division of Seagrams.
The liquor front was teeming with activity today. Employes of wholesale firms who have worked around the clock for three days were dead tired, but still on their feet.
Wholesalers began stocking retail stores here last Wednesday. But trucks could deliver only during daylight hours. Under a special decree fro mthe state control board, trucks were given permission to operate from 12:
this morning until 11:59
legal liquor
different from

Reprinted from The Tulsa Tribune of August 31st, 1959

TULSA IS NOW—

48TH IN POPULATION

49TH in EFFECTIVE BUYING INCOME

. . . as reported in SALES MANAGEMENT SURVEY OF BUYING POWER, 1959 edition. Besides these figures which vault Tulsa among the TOP markets of America—Tulsa is Number ONE in per capita ownership of automobiles!

*1959 SM Survey Buying Power

. . . get MORE from this BONANZA in BUSTLING, BIG, BOOMING TULSA

For 53 years Oklahoma has been dry! And on September 1st, the state became officially "wet." Estimates, according to authorities (quoted in story above) mean $70,000,000.00 in SALES. So . . . tell 'em and sell 'em in the Booming MAGIC EMPIRE, highest Effective Buying Income in the State. Remember, you're not "in" Oklahoma, unless you're in TULSA! . . .

Get MORE Business . . . Use

The Oil Capital NEWSPAPERS

TULSA WORLD

TULSA TRIBUNE

MORNING • EVENING • SUNDAY

Represented Nationally by the

BRANHAM CO.

Offices in Principal U. S. Cities

The 40 counties of the MAGIC EMPIRE, represent a BILLION DOLLAR MARKET: More than 50 per cent covered by the Tulsa World and Tribune—55 per cent coverage in the City Zone!

New study reveals vast audience for magazine advertisements

MAJOR NATIONWIDE SURVEY SHOWS THAT AN AVERAGE LOOK AD PAGE IS SEEN IN 90% OF LOOK'S 16,850,000 READER HOUSEHOLDS

Big? Of course. Consistently, industry figures—on paid circulation, audience, household coverage – have pointed up the massive reach of America's great magazines. Now, through a significant new development in research, comes evidence of just *how big* magazines are where it counts the most to advertisers.

Now, for the first time, a major national survey – involving personal interviews and mechanical controls—shows how many people in how many homes are exposed to *actual magazine advertisements.*

Introducing a vital new dimension to media measurement, *A Study of Advertising Penetration in* LOOK *Households*—conducted for LOOK by Audits & Surveys, Inc.—discloses that:

1 An average advertising page in LOOK is seen by one or more persons aged 10 or over in 15,150,000 households—90% of all households reached by LOOK and 30% of all households in the United States.

2 Individual LOOK ad pages are seen in as many as 98% of LOOK households.

3 There is *no* appreciable difference in ad page traffic between subscriber households and all other reader households—substantiation of facts revealed in the Advertising Research Foundation's PARM Study.

4 Figures for individual readers, now being tabulated, indicate the same thoroughness of cover-to-cover viewing as was reported for reader households.

By measuring page traffic rather than ad remembrance, the new LOOK study puts the emphasis on a magazine's prime media function: the delivery of readers to a specific ad page. At that point, the nature of the ad itself determines how well it will be remembered.

The study also furnishes advertisers with an important new gauge for comparing magazines with television . . . since average-page traffic in magazines can validly be related to average-minute ratings on TV.

In sponsoring this latest survey, LOOK continues its role as a pioneer in media research. This year alone, LOOK has completed eight major research projects covering a broad range of marketing problems. While thousands of specific questions can be answered through this LOOK-sponsored research, one basic fact crops up again and again, in study after study: *wherever your customers may be, America's great magazines reach those customers more efficiently, more effectively, and more surely than any other advertising medium.*

LOOK RESEARCH, 1959

(Reports on the studies below will be available later this year from your LOOK representative)

Report I	A Study of the Household Audiences of the Major Weekly Magazines
Report II	A Study of Advertising Penetration in LOOK Households
Report III	Marketing Data, and Magazine and Newspaper Supplement Household Audiences, by Key Marketing Areas
Report IV	Marketing Data, and Magazine and Newspaper Supplement Household Audiences, by the 292 Metropolitan Markets
Report V	The Local Household Audience of Look Magazine
Report VI	Ownership and Possessions of the Household Audiences of the Major Weekly Magazines
Report VII	National Automobile and Tire Survey
Report VIII	National Appliance Survey

LOOK

THE EXCITING STORY OF PEOPLE

The Editorial Viewpoint . . .

The Experience Shibboleth

We were reminded again the other day of the curious value placed by some agencies on specific experience in writers. No matter how many speeches are made earnestly soliciting a fresh and clear-eyed approach to advertising problems, it seems quite clear that the first thing many a copy chief looks for in hiring a new copywriter is directly comparable account experience, preferably with a leading competitor.

Of course experience is important, and no one denies it. But when one considers the hackneyed character of much advertising, it seems incredible that the standard used for hiring someone to write it is enough time spent in producing the same stereotyped copy.

From a career standpoint, this is tragic. Two examples come quickly to mind: Motion pictures and liquor. Admen who become expert in these fields have great difficulty in moving out of them, despite evidence of unusual creative flair. And, naturally, when a field withers, as the motion picture field has withered in recent years, it becomes very difficult for the admen in it.

That these people have trouble getting jobs elsewhere in advertising is less attributable to their lack of adaptability than to the advertising business' insistence on accomplished mediocrity.

A couple of years ago, one of our editors was asked by an agency president if the editor knew where the agency could find a "good high-fabrics detergent writer." This is as appalling as it is foolish. Writers are writers, it seems to us, and to refine them through stages of package goods writers, soaps and detergents writers, detergent writers and finally high-fabrics detergent writers is a waste of time and manpower.

We take comfort in the fact that David Ogilvy had no reputation as a copywriter until he was in his own agency, and that Sidney Olson —who produced "The American Road" campaign for Ford—was a veteran writer but had never written advertising before. We think it is quite likely that a Detroit-schooled copywriter would never have employed the fact-packed simplicity which distinguished the Rolls-Royce ad. We think that Lestoil commercials, so direct and plain and corny, probably benefited from an obvious lack of the frothy patina which overlies so much detergent selling.

In other words, in writing—including the writing of advertising—talent and intelligence are considerably more important than experience.

Co-op and the FTC

Chairman Earl Kintner of the Federal Trade Commission made it amply clear, in his talk to the Advertising Club of Washington the other day, that there is going to be a very considerable amount of government scrutiny of the cooperative advertising business in the months to come. As a matter of fact, with 68 cases already under investigation, it is as clear as it can be that the FTC is about to bear down on this step-child of the advertising business.

Frankly, while a good many people undoubtedly wish the FTC would go away, we welcome its increased activity in this particular field. The whole cooperative advertising instrument needs a good looking into, and that is one reason we have run so much material dealing with this subject in recent months.

Cooperative advertising, in which manufacturers give wholesalers and retailers allowances for advertising the manufacturer's products, makes a great deal of sense in a wide variety of circumstances. Many successful promotional efforts are based primarily on co-op promotion, and many merchandising successes have been scored in this way.

But in recent years the cooperative allowance has too often become a price-chiseling instrument, instead of an advertising policy. In a surprising number of cases, the co-op allowance—which carries an "advertising" tag—is not only not used for advertising, but is not even intended to be used for advertising. It is strictly and solely (although clandestinely) an instrument for price concessions—and often, as FTC chairman Kintner pointed out, an illegal one.

Intelligent, careful policing of the cooperative advertising allowance may be extremely helpful to the advertising business as a whole. A decent administration of the law with regard to co-op advertising might help clear up many of its abuses and enable essentially honest merchandisers to withstand some of the harder chisels wielded by retailers, and at the same time make sure that advertising allowances are actually used for advertising, rather than as mere price concessions or rebates.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.**

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, Alfred S. Reed, Alfred Malecki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, William L. McRae.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman Advertising Agency, Columbus, O.

"He's a delegate-at-large—left his wife at home."

What They're Saying . . .

A Vote for Brand X

I, for one, would like to know the real story behind brand X. Why is brand X inferior to tv-promoted products? At least 20 times on every half hour tv show some joker comes on and beseeches you to buy his product. With a raft of gimmicked charts he goes on to absolutely prove why his product is far superior to the one he disdainfully refers to as brand X. If we are to do anything about the million and one offensive tv commercials, we must do it constructively. From now on demand brand X whenever you are offered a choice of products!

—Columnist Bob Harrington in the Press, Bristol, Conn.

Give Your Agency the Facts

About the only way for your agency to make sure you get a successful campaign is to get to know your real problems—your good points as well as weak ones. Then they can prepare the most effective advertising to fit the situation. But if you insist on keeping this type of information private—if you feel your business is too confidential to tell your agency about—if you don't bring all your doubts and fears out into the open—you are asking the agency to fight your battles with one hand behind its back. Not only is this an expensive thing, but you are also wasting a lot of the good creative talent which most agencies can place at your disposal.

—Charles V. Skoog Jr., president, Hicks & Greist Inc., New York, speaking at the annual meeting of the National Macaroni Manufacturers Assn.

Time to Retool

Detroit prepares to turn out its lines of economy cars. It will be tough for the advertising men, accustomed to such adjectives as massive, dynamic and power-packed, to retool with words like itty-bitty and cute.

—"Senator Soaper" in the Chicago Daily News.

Rough Proofs

The beautiful Miss America, 1959, and the even more beauteous Miss America, 1960, have given Mississippi the kind of "image" every state would be delighted to have.

•

Chi Omega, whose chapter at Old Miss has supplied Miss America in two consecutive years, probably won't have many rushing problems this fall.

•

Ford Motor Co. got a nice commercial on the Miss America tv show from Atlantic City when Bert Parks asked the father of the new Miss America exactly the right question.

•

One of the products for which Helene Curtis Industries is seeking a new agency is Shampoo with Egg, a development which doesn't necessarily mean that the present agency laid one.

•

"In the '60s," remarks Leo Burnett, "advertising that talks down to people will wind up beneath their notice."

Maybe the people haven't waited for the '60s.

•

When you fly in some planes you may be jet-propelled, but Delta Air Lines is joining other transport companies using Boeing 707s and pointing out that in jets it's what's up front that counts.

•

Zenith has suggested to the rest of the tv and radio industry that it expects to continue to set the sales pace by increasing its fourth quarter advertising expenditures 40%.

•

One reason the steel strike has lasted so long, some observers suggest, is that the hard-driving steel workers have found the fishing this summer unexpectedly good.

•

"His identity shall be revealed at such time as I am satisfied that the right agency has been found," says John Orr Young in an ad for a client.

There's something very imperative about that "shall."

•

Those direct selling ads Metropolitan Life is preparing to run will do a good job, representing another cash dividend on the public service messages which have made it as famous as Schlitz in Milwaukee.

•

One of the most remarkable memory feats in the history of business is that which the automotive industry is asking the consumer to perform in recognizing and identifying all of the new names of cars and names of new models to be introduced for 1960.

•

That phonograph record Remington is using in *Look* will provide "music to shave by," and Rosemary Clooney's contributions should convert the morning chore into an unexpected pleasure.

•

Collins, Miller & Hutchings and its illustrator associates have started a campaign promoting magazines, thus reviving for this generation the once famous Mellins baby food slogan, "We are advertised by our loving friends."

COPY CUB.

Among The Inquirer's 1,863,000 adult readers in Delaware Valley, U.S.A.

Make a date with

958,000 GALS SUNDAY

Sunday's the day for heart-to-heart talks with the 958,000 women readers who get their buying ideas from The Sunday Inquirer. What's more, these gals represent 74% of *all* the women in Delaware Valley, U.S.A., who read a Philadelphia Sunday newspaper.

Note this bonus: The Sunday Inquirer provides an *additional* 260,000 circulation in nearby counties: Figure that added women's coverage for yourself!

If you want to get right next to women (and what red-blooded American product doesn't?) the place to "date" them is The Sunday Inquirer. You'll find the total audience is impressive, too. Reach 1,863,000 adult readers in Delaware Valley, U.S.A., plus that quarter-million circulation beyond, in the Sunday "sales-mate" to the powerful Daily Inquirer.

For all facts and figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,406,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

Now, A New Look At Your

FACTORY updates its famous Century Electric Study of 1953... new research reveals eye-opening average of 11.9 in-plant buying influences per product over range of 99 industrial product groups... discloses average contact per supplier salesman to be 1.97 plant men... emphasizes the effectiveness of businesspaper advertising—and FACTORY's strength in particular—by demonstrating an average of 6.2 buying influences per product reached by FACTORY alone.

During 1958 FACTORY worked out a new research technique to secure buying influences data-in-depth in a single plant—and to relate it, in turn, to supplier sales coverage and businesspaper coverage of these influences. Also, to learn who specifically gets involved in these important purchases . . . as actually reported by each plant man himself.

What this means to you is that new data has been gathered on almost a hundred different product types, typical of those used in most plants. The material comes from research in the Century plant itself, and among a sample of Century Electric's suppliers furnished by Century. The facts, obviously, can be invaluable to sales and advertising planning.

Buying Influence Chain Is Long

The chain of buying influences in the plant is exceedingly long, product by product. Far longer than most sales and advertising executives realize. This new research shows that nearly 9 out of 10 plant operating management men get into the buying picture on some product. The average number of buying influences per product is 11.9 plant men, excluding purchasing and other departments.

Sales Contacts Improved, But...

The registered increase since 1953 in "average sales contacts" of suppliers is almost 100%. This, however, is offset by a decline in "maximum contacts" by any one supplier, and by the large number of suppliers showing no plant operating contacts at all. The average number of contacts per salesman was 1.97 plant men. The maximum number of contacts per salesman was 5 plant men. Clearly, the problems of personal sales contact with the men exercising product buying influence is tremendous.

FACTORY Covers 52% Of Influences

For the suppliers reporting, FACTORY alone would multiply sales contacts in the plant 4.3 times.

Of the 15 men not known or contacted by any supplier, FACTORY alone reaches 7, in addition to 9 others.

Where, on the average, suppliers contact only 16.5% of their buying influences, FACTORY contacts 52% of *all* buying influences.

Put another way, out of the average 11.9 buying influences per product, FACTORY alone reaches 6.2 (52%).

Problems Of Sales Contact

Why Is FACTORY So Strong?

Of all businesspapers, *only* FACTORY concentrates on helping plant operating management men in their dual capacities as *engineers* and as *managers* of plant operations. FACTORY, uniquely, serves its readers what they want and need to run their plants better as profitable manufacturing units . . . gives them active, live editorial on modernization, cost control, preventive maintenance, work simplification, wage incentives, and the like . . . helps them reduce operating expenses, upgrade production and quality, turn out a better product at lower cost.

FACTORY asked readers of FACTORY at Century Electric the following question: "What do you get out of FACTORY that you don't get anywhere else?"

One answer was, in part: "Your material on management techniques and methods improvement is not available anywhere else."

Other answers, too, are starkly revealing in their appreciation of what FACTORY does that no other magazine duplicates. They are reported verbatim in the brochure pictured on this page.

Other Marketing Help In Study

The study's findings have considerable significance in related areas, too. Included is material relating to timely questions like these:

Are "sellers' market" conditions, still lurking in '53, continuing to affect the number of plant men contacted?

Are greater numbers of salesmen, and better sales training, having an effect on the number of plant buying influences contacted?

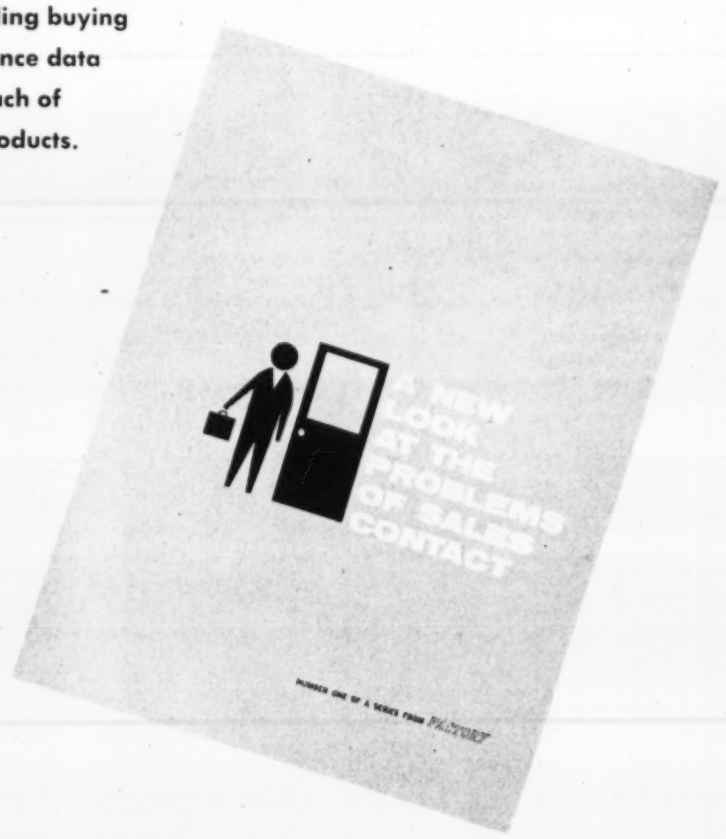
What has been the extent of change in the plant operating management organization?

What is the ratio of buying influences to actual sales contacts?

How To Get The Facts

The full report of this monumental research effort is contained in an 8-page brochure published by FACTORY. A copy is yours for the asking. If you're in a hurry, call the FACTORY district manager in your area. Otherwise write the Research Manager, FACTORY, 330 West 42nd Street, New York.

Brochure features 14" x 22" chart detailing buying influence data for each of 99 products.



FACTORY

A McGRAW-HILL PUBLICATION (ABC-ABP) 330 WEST 42nd ST., NEW YORK 36, N. Y.

Meet an IRE award winner for 1959:

IRE REMEMBERS THE MAN

for his

Creative Energies

Behind a man's desire to succeed in his job is a man's desire to use his creative mind to its fullest. In the field of television, Paul Weimer, Group Leader of Pickup Tube Research, RCA Laboratories, stands out. For his "contribution to photoconductive-type pickup tubes," IRE is proud to honor Mr. Weimer with the Vladimir K. Zworykin Television Prize. Hearty congratulations to Mr. Weimer for his fine work in such an important area of modern life.

And behind the cold statistics of the 67,369 (ABC) circulation Proceedings now enjoys, are 54,557 **professionally qualified men** plus 12,812 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

SHE'S AUTHOR
OF THE WORLD'S
MOST IMPORTANT
DOCUMENT...
the family
shopping list.
In Portland and
32 surrounding
Oregon and
Washington counties,
your short-cut to her
purchasing plan is
KOIN-TV...
which is by all odds
(and ratings)
her favorite station.
Speaking of ratings
and coverage and
things like that, you
should see the
latest Nielsen. And,
of course, you can.
Just casually
mention **KOIN-TV**
to one of the razor-
sharp experts
with CBS-TV
Spot Sales.

Getting Personal

Expanding the markets: New customers in Philadelphia include a son for **Adams Riggs Jr.**, account exec at WFIL-TV, and a daughter for **Rick Levy** in the WCAU-TV sales department... A 7 lb., 15 oz. redhead has joined the family of **Wanda** and **Herb Gottschalk** in Memphis. Father is ad manager of Lucky Heart Cosmetics. Mother is the former exec secretary of C. Wendel Muench & Co., Chicago, whose father was once creative director... **Compton S. Jones,** account exec with Ketchum, MacLeod & Grove in Washington, D. C., is a papa for the first time—an adopted four-month-old boy, Compton Seth Jones Jr... **Albert Stephanides,** of AA's Chicago editorial staff, and his wife Charlotte added another boy (making it two) on Sept. 10, with George Eli weighing in at 5 lbs., 11 oz...

Ted Sanchagrin, eastern editor of *Advertising Requirements* and *Industrial Marketing,* turned out to be the winningest photographer in the *World Telegram & Sun's* summer-long competition in the New York section of the national newspaper amateur snapshot contest. He picked up three firsts and six honorable mentions. Now it's on to the nationals!...

IT'S A PICNIC—*"Sheriff" Roswell W. Metzger (left), chairman of the executive committee of Erwin Wasey, Ruthrauff & Ryan, Chicago, and his "deputies," Paul E. Watson (center), retired board chairman, and Lorry R. Northrup, exec vp, judge a baking contest at the 4th annual EWRR Roundup. The all-day picnic was held at Mr. Metzger's Four Winds farm in Woodstock.*

Richard K. Snively, ad manager of Revere Copper & Brass, was married Aug. 28 in New York, to Rosalind Irvine, curator of the Whitney Museum of American Art...

Raymond W. Welpott, NBC vp and general manager of WRCV, WRCV-TV, Philadelphia, has been appointed radio-tv chairman for the forthcoming United Fund drive in Greater Philadelphia. Aiding him will be **George A. Koehler,** station manager, WFIL, WFIL-TV; **John A. Schneider,** CBS vp and general manager of WCAU-TV; **Patrick J. Stanton,** owner and general manager of WJMJ; **Walter M. Erickson,** radio-tv director at Gray & Rogers; **Varner Paulsen,** program director, WIP; **Robert N. Pryor,** director of promotion and information services, WCAU-TV, and **Frank Hall,** director of public affairs, WRCV, WRCV-TV...

Tom L. Wheeler Jr., president of Wheeler-Kight & Gainey, Columbus, O., was included in a small group of midwestern business leaders who were guests of the Navy Department on an official Navy cruise on the St. Lawrence Seaway...

Mrs. Ruth Kinyon Whiteside, former officer and director of the Advertising Women of New York and a director of the Advertising Federation of America, was married Sept. 1 in London to Robert Fisher, owner and manager of a London shipping and forwarding agency. The bride has been broadcasting in Europe for the past two years. After a wedding trip in Europe, the couple will live in London...

Tom Lewis, tv-radio vp at C. J. LaRoche & Co., New York, has been appointed chairman of television producers for the Sister Elizabeth Kenny Foundation fund drive...

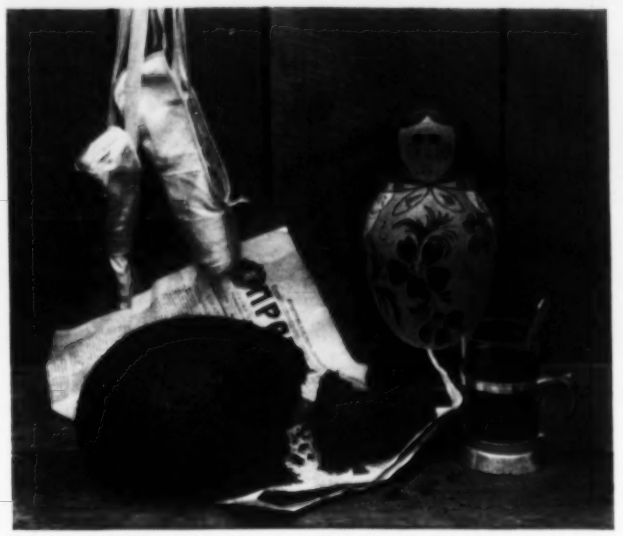
Joan Sinclaire, tv package producer, starts another workshop in radio-tv production, programming, writing and announcing at the Ballard School of the YWCA, New York, Sept. 21. Speakers this time will be **John P. Atherton** of Kastor, Hilton, Chesley, Clifford & Atherton; **Helene Bothner** of Benton & Bowles; **Jay Kacin** of Compton; **Bob Masson** of NBC; **Jim Gaylor** of Carl Byoir Associates; **Steven Kaplan** of BBDO; **Lou Florence** of Lennen & Newell; **Paul Belanger** of Film Productions and **Robert Coppinger** of the Radio Advertising Bureau...

Robert W. Sarnoff, NBC chairman, accompanied by Mrs. Sarnoff, made a quick trip to Japan the end of August to study production and programming techniques. The NBC boss termed Japan "the fastest growing television country in the world"...

Hugh B. Terry, president and general manager of Aladdin Broadcasting Corp. (KLZ), Denver, has been named chairman of Denver's 1959 Christmas Seal Drive...

Lynne Martin and **Franklin Roberts,** exec vp of Malis & Roberts, Philadelphia agency, are planning a November wedding... **Arthur Keeley,** budget director of CBS news and public affairs division, was married in Canandaigua, N. Y., the other afternoon to Diann Munson...

Hedda Gulden and **Robert Gruskay,** tv account exec at WNBC-TV, Hartford, who was formerly with Ted Bates & Co., are planning a winter wedding... **Audrey June Pinkava,** on the staff of Stuart Stude Advertising, Ashley Falls, Mass., was married recently to Darrell G. Davenport... **Susan L. Kroll,** assistant commercial casting director with BBDO, New York, was married Sept. 5 to Richard A. Morris, an insurance executive...



Kodak

PHOTOGRAPHY MAURICE BAUMAN

PHOTOGRAPHY

speaks in many tongues

Of the more than 100 tries at creating
a universal language—

Esperanto
Ro
Volapuk
Latino sine flexione
Ido
Nov-Esperanto
Occidental
Arulo

—none speaks so clearly as photography,
because everybody just naturally understands it.

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

IT CLOSED YESTERDAY!

Relax. You'll never miss a closing date when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

Along the Media Path

• Two Chicago newspapers went partially south-of-the-border, and a third carried a special Spanish-lesson feature during the third annual 10-day Pan American Games. Both the **Chicago Daily News** and the **Chicago Sun-Times** ran news bulletins printed in Spanish. The *Sun-Times* used special fonts of type which included tildes and accent marks. Turning the situation around, the **Chicago American** carried a Spanish-lesson feature daily, which gave the Spanish words and pronunciation of frequently-used colloquial phrases.

• **WBBM-TV**, Chicago, has distributed a circus-like poster announcing it has been rated the number one Chicago television station in audience leadership in 50 consecutive Nielsen reports.

The **American Legion** has presented its new Mercury Awards for "outstanding service to community, state or nation" to *U.S. News & World Report*, the *Chicago Tribune* and the Advertising Council.

• **Field & Stream** will carry the first of a series of full-color gatefolds picturing world fish, game and wildfowl in its October issue. The October gatefold will feature a panoramic scene of small deer of the world, painted for the magazine by Bob Kuhn.

• Otis Williams, a colonel (salesman) in the New York office of Peters, Griffin & Woodward, has been awarded the first "Golden Pick Award" by **KRON-TV**, San Francisco, for his efforts in behalf of the station.

■ The **New York Amsterdam News**, Harlem weekly newspaper, will celebrate its 50th anniversary with a special issue in December, a jazz concert at Carnegie Hall in November and a home service show to be held in October. As part of its home service show promotion the newspaper is running several contests with prizes ranging from an all-expense honeymoon trip to Bermuda to a $12,000 modeling contract to the winner of a "Miss Amsterdam News" contest.

• The **Chicago Tribune** will run its first semi-annual "Men's Wear Previews" in the Sept. 27 issue. The rotogravure supplement will detail male fashion developments for the forthcoming fall-winter session. A spring-summer edition of the supplement is scheduled for publication on April 24, 1960.

• **Meredith Publishing Co.**, Des Moines, began production at its new multi-million dollar printing plant with the printing of its October issue on its new magazine letterpress, manufactured by Goss Printing Press Co. Geared to quality, high-speed production, it is the only press in the world that can print 56 pages at once, up to six colors on both sides of the paper, at extremely high speed.

• The **Chicago Daily Tribune** will run a 16-page supplement featuring "Toys for Christmas" in its Nov. 29 issue. A full-color illustration of Santa Claus will open the section.

• The Feb. 1 issue of **Life International** and the Jan. 25 issue of *Life En Espanol* will be devoted to "The Good Life." Both issues will carry about 50 full-color editorial pages. This will be the fifth in a series of special annual issues published by Life International Editions. Previous issues featured "Christianity," "The American Woman," "Americans Abroad," and "Entertainment."

• **WWL-TV**, New Orleans, marked its second anniversary with a special hour-long show, "The River," which depicted the commerce, and moods of the Mississippi River and its influence on the economic and cultural development of New Orleans.

• **Skipper Magazine** will introduce its new cover design with its October issue which features a full color reproduction of

"Essential to Caterpillar promotion in Canada . . ."

"The Canadian trade journals in which we advertise are essential to the promotion of Caterpillar products in Canada." So says Mr. C. M. Adams, Advertising Manager for Caterpillar Americas Company, when asked about his company's media policies for Canada.

Caterpillar equipment is at work all over Canada and Canadian equipment buyers are made aware of Caterpillar values by consistent and well-directed advertising in a wide range of leading Canadian business papers.

Caterpillar is just one of scores of top U.S. firms who market in Canada and use one or more Canadian business papers to tell their product and company stories.

Canadian business papers are modern, lively and authoritative; they cover almost every market in Canada with original, quality editorial that wins readership.

The more than 130 business papers which are members of Business Newspapers Association of Canada offer important values to advertisers. For example every BNA-member publication has a circulation audit by a recognized auditing body. Many offer readership studies and other factual data for media analysis.

It is impossible to cover Canada effectively with the circulation overflow of U.S. media. Canadian business papers take your message directly to the largest audience of business buyers.

596

Essential to ANY promotion in Canada:

The members of BNA

BUSINESS NEWSPAPERS ASSOCIATION OF CANADA

100 University Avenue, Toronto, Canada

The organisation of more than 130 quality Canadian business publications

Winslow Homer's "Palm Tree, Nassau." New color scheme for the cover is blue and white with the magazine's name printed in gold letters.

• **Remington Arms Co.**, Bridgeport, Conn., is running a 32-page insert in the November issue of *Guns & Hunting*. The ad, which Remington terms the largest single printed advertising effort in the history of the sporting firearms and ammunition industry, represents the entire Fall edition of the Remington full line catalog.

• **Family Circle** will devote its January issue to "Mealtime is Family Time" in support of the 1959-60 nutrition education program sponsored by the National Food Conference. The issue will include a 13-page editorial presentation, a consumer contest with cash prizes and a supermarket promotion plan.

• **KMOX**, St. Louis, recently broke all previous attendance records for St. Louis parks events with its water ski show and band concert held in Forest Park with 125,000 persons attending.

• **KIRO-TV**, Seattle, inaugurated Sept. 9 its "Golden Rule School," a half-hour program broadcast Monday through Friday. Designed to provide some basic pre-school instruction to youngsters in the 3 to 6 age category, the program was developed in cooperation with Seattle and King County educators when kindergarten classes were eliminated from the 1959-60 school program after a school bond issue failed at the polls recently.

• **J. O. Matlick**, editor-in-chief and general manager of the Indiana-Kentucky -Tennessee State Farm Paper Unit, will represent the American Agricultural Editors Assn. when he accompanies Agriculture Secretary Ezra T. Benson on a visit to the Soviet Union and other countries to scout new markets for United States farm products.

• **Good Housekeeping** will celebrate its 75th anniversary with a year-long, nationwide promotion to start immediately. Promotion plans include a 16-page "Good Housekeeping Section" in the Nov. 8 issue of the *New York Times* and in the *New York Journal-American* the following week, and a "Good Housekeeping's Home-Maker" of the year contest. Plans for the May issue of *Good Housekeeping*, designated the Anniversary Number, will be announced later.

• To announce an all-time circulation record of 3,000,000 for its August issue (publisher's estimate) and a 34% third-quarter display linage increase, **Redbook** erected a 6'8"x6'11" walnut and brass illuminated display in the underground passageway connecting Grand Central Station and the New York General building at 230 Park Ave.

• The **New York Times** has published a 20-page promotional booklet outlining the likes, habits and characteristics of New York consumers.

• **WABC-TV**, New York, will launch in October two new shows, "High School Football Games of the Week," a weekly two-hour series of high school sports in the metropolitan area, and "The Magic Eye," a weekly half-hour show geared toward interesting youngsters in science, from microscope to telescope.

• **Better Homes & Gardens**, the National Education Assn. and the National School Boards Assn. will sponsor a nationwide educational incentive program, starting in late September. Awards for Action in Education will be presented annually to give special recognition to communities, groups or individuals who have acted to improve local education. *BH&G* will support the program through a continuing series of editorial features on the needs and progress in American education, the first of these appearing in the October issue.

• **The Detroit Times** will cooperate with *Harper's Bazaar* in its "Smoky Tones" promotion to be featured in its September issue. The *Times* will sponsor a tv spectacular on Sept. 14 featuring the latest fashions. The show will encourage viewers to see the special fashion section featured in the next day's *Detroit Times*, the cover of which will have a high fashion drawing in three colors dramatizing the "Smoky Tones" theme. The special section, "Fall Fashion Fanfare," will contain pictorial news and advertising relating the fashion news of "Smoky Tones" and other fall colors to the merchandise actually on sale in Detroit stores.

• **Scientific American** will devote its September issue—its annual single topic issue—to the subject of

Man Alive!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

pioneering a new concept in the use of newspaper advertising

CONTINUITY-
IMPACT-
DISCOUNT PLAN

offering
frequency-volume
discounts
up to 13%

Why C-I-D?

National advertisers have long asked the newspaper industry for an incentive for more frequent use of newspaper space. C-I-D offers such an incentive. C-I-D makes available to advertisers a frequency-volume discount compatible with that of other media and unique in the newspaper industry.

What Is C-I-D?

C-I-D is a plan developed by The Courier-Journal and The Louisville Times to make CONTINUITY in newspaper advertising more attractive and efficient. It offers discounts to advertisers who by frequent use of newspaper space gain increased advertising impact.

CONTINUITY, it is agreed, is a key element in achieving maximum advertising effectiveness. C-I-D encourages advertisers to think in terms of newspaper advertising "campaigns" instead of newspaper advertising "insertions."

How C-I-D Works

An advertiser determines in advance (and signs a contract agreement for) the minimum linage he will use during a given period and the frequency with which it will be used. The greater the linage and frequency commitment, the higher the discount. For use of space in addition to minimum linage and frequency commitments, the advertiser earns a higher rate of discount.

For example, an advertiser running a total of 1,000 lines weekly would save over $5,600 a year. An advertiser running 300 total lines a week would save over $1,400 a year.

C-I-D Benefits

NO HIDDEN COSTS

These newspapers believe so firmly in the principle of CONTINUITY in advertising that they are assuming the entire cost of the C-I-D Plan. There is no increase in rates. C-I-D discounts apply to the existing rate card which was established January 1, 1959.

FLEXIBILITY

Your C-I-D Plan can be based on a 13, 26, 39, or 52 week cycle.

Space units can vary in size from insertion to insertion. (300 lines minimum total per week). Advertiser has option to select The Courier-Journal, The Louisville Times or The Sunday Courier-Journal, or any combination thereof and can change from week to week.

Allows hiatus. Requires advertising during only 12 weeks within 13, 24 within 26, 36 within 39, or 48 within 52.

ALLOWS MULTI-PRODUCT ADVERTISING

Multiple products of the same advertiser may be combined for discount purposes if they are controlled by the advertiser through ownership.

C-I-D advertising may be placed through multiple agencies, if desired.

RATE GUARANTEE

Rates are guaranteed for the term of the contract, plus one 13-week extension, not to exceed 52 weeks.

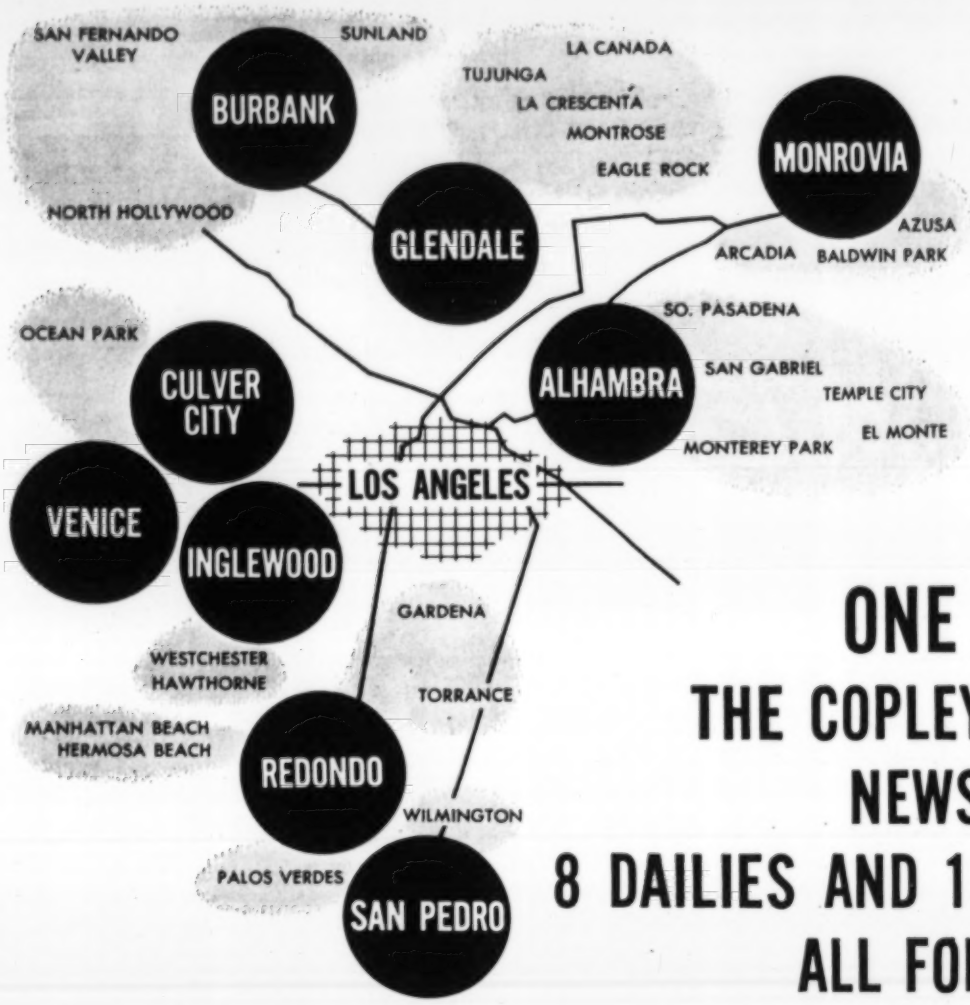
Represented Nationally by
THE BRANHAM COMPANY

The Courier-Journal
THE LOUISVILLE TIMES

ionizing radiation in a total of 226 advertisers, billing approximately $500,000, will be included in the 190-page magazine.

• **WIND**, Chicago, launched its "Start School" campaign on Aug. 16 with spot announcements from station personalities and national top recording stars. In addition to the spot announcement campaign, the station sponsored an essay-writing contest on "I am starting school when school starts because . . . . . " A $25 prize was awarded to a winner every day and a grand prize of $200 was awarded to the outstanding letter postmarked by midnight, Aug. 27.

• **The Province**, Vancouver, B C., appeared with a new headline dress Aug. 25, shifting from sans serif type to Bodoni.



ONE ORDER BUYS THE COPLEY LOS ANGELES NEWSPAPER GROUP: 8 DAILIES AND 15 WEEKLIES... ALL FOR $1.38 A LINE!

ALHAMBRA POST-ADVOCATE
- El Monte Post-Advocate
- Alhambra Post-Advocate Shopper

BURBANK DAILY REVIEW
- Burbank Review Shopping News

CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD
- Culver-Palms Advertiser
- Mar Vista Advertiser
- Venice Advertiser
- Baldwin Hills Advertiser

GLENDALE NEWS-PRESS
- Glendale News-Press Shopper

INGLEWOOD DAILY NEWS *
- Hawthorne Citizen
- Lennox Citizen
- Westchester Citizen

MONROVIA DAILY NEWS-POST
- Monrovia-Duarte News Advertiser

SOUTH BAY DAILY BREEZE (Redondo Beach, Hermosa Beach, Manhattan Beach)
- South Bay Breeze Advertiser
- South Bay Breeze Peninsula Advertiser

SAN PEDRO NEWS-PILOT
- San Pedro News-Pilot Advertiser

* Included in the Group Buy, but not members of the Copley organization

Only the Copley Newspaper Group can give you complete coverage of these important segments of the sprawling Greater Los Angeles Market.

One order — at one discounted rate — buys the entire Copley Los Angeles Group: 8 dailies and their 15 supplementary weeklies, with a total circulation of 432,005*

These "hometown" newspapers reach Los Angeles families where they live, read, react, and buy. And the complete Copley Los Angeles Group is yours with one order, one billing, one rate: $1.38 a line. You save 31% as compared with total individual rates, and you get saturation coverage of 31 key communities.

For the details of this group buy, ask any office of the WEST-HOLLIDAY CO., INC.

*Circulation total includes 104,633 ABC Daily Paid; balance Guaranteed Controlled Circulation.

"The Ring of Truth"

COPLEY NEWSPAPERS

THE GREATER LOS ANGELES GROUP

• **The South Bend Tribune** reports it has completed two months of testing successfully the Monarch, made by Intertype Co., division of Harris-Intertype Corp. The new typesetting machine, which has no keyboard and is operated by tape at a speed of 14 lines per minute, was shown publicly for the first time at the Seventh Educational Graphic Arts Exposition held at the New York Coliseum Sept. 6-12.

• In a campaign to acquaint parents of children between the ages of 10 and 15 with **Young Americans**, the magazine will run ads in the *Saturday Review, The Reporter, Modern Medicine, American Bar Association Journal, Chemical Week, Missile and Rockets, Control Engineering, Missile Design & Development, Steel* and *Petroleum Week*.

• **Jobber Product News**, 431 S. Dearborn St., Chicago 5, will carry advertising in its 1960 edition of *Jobber Product News Directory and Buyer's Guide*. Rate for one b&w page is $695. The directory will include a list of more than 10,000 automotive products, addresses of more than 3,000 manufacturers of automotive products and a directory of brand names and of manufacturers' agents. The first edition of the directory was published in April 1959.

• **Hearst Magazines** will conduct 10 advertising seminars to be held in cooperation with leading advertising agencies across the country. The seminars, which opened Sept. 14 and will continue through Feb. 8, are designed to inform and indoctrinate the Hearst Magazine salesmen and will cover all phases of agency operation including marketing, media research, art and media contacts.

Department of New Laurels

Farm Journal reports national linage for the first nine months of 1959 is up 5% over the comparable 1958 period.

House Beautiful shows a 4.2% increase in circulation for the first six months of 1959 over the same period in 1958.

Ellery Queen's Mystery Magazine reports a 14.9% increase over the comparable 1958 period.

WABC, New York, shows a 30% increase in time sales for the third quarter of 1959 over the same period in 1958.

The Reporter reports advertising has increased more than 100% for the first nine months of 1959 over the corresponding previous year.

Popular Boating shows an increase of 41.9% in linage for the first six months of 1959 over the same period in 1958.

HiFi Review reports a 19% increase in linage for the period of February to July 1959 over the same period the previous year. #

memo:

Hand-Picked Coverage

EVERY hotel in the U. S. with over 100 rooms.
EVERY motor hotel —
The *TOP* 64.5% of hotels from 50 to 99 rooms —
Covered at the buying and specifying level by

THE **HOTEL MONTHLY**

105 W. Adams St.
Chicago 3, Ill.
a Clissold Businesspaper

Announcing a new CARIBBEAN EDITION of LIFE EN ESPAÑOL...

Covering this 4½ billion dollar Latin American import market

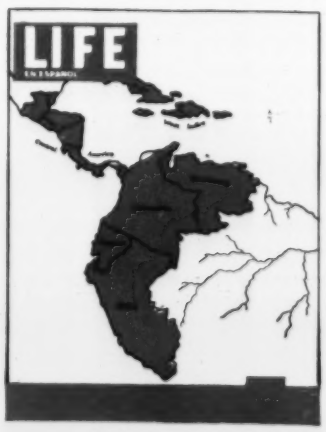
Offering these firmly established LIFE EN ESPAÑOL advantages:

1. Editorial excitement and prestige
2. Circulation quality (plus an average of seven readers per copy)
3. LIFE-size pages; finest printing and 4-color reproduction
4. Most complete range of merchandising services available in this important market

PUBLICATION DATE: January 25, 1960. (Color closes November 23, Black & White closes December 14.)

CIRCULATION RATE BASE: 100,000 to 110,000 Average Net Paid (A.B.C.)

FOR FULL DETAILS write or call: Robert S. Smith, Advertising Director, LIFE EN ESPAÑOL, Time & Life Building, New York 20, New York. (JUdson 6-1212).



UNITED AIR LINES

United Air Lines Building, Chicago 38, Illinois, PO rtsmouth 7-3300

EXECUTIVE OFFICES

May 28, 1959

Mr. Harold L. Behlke
Advertising Director
U.S. News & World Report
45 Rockefeller Plaza
New York 20, New York

Dear Mr. Behlke:

United Air Lines continues to look to the nation's business community for the major portion of its traffic. Naturally we are interested, too, in the steadily growing volume of pleasure or vacation air travel, and businessmen are, of course, the kind of people who have the incomes to travel frequently for both business and pleasure. In brief, that's why we advertise in "U.S. News & World Report."

In 1954, we advised you that "United Air Lines is adding twenty-five Douglas DC-7 aircraft to its fleet, expanding capacity by 20%," and that your publication had a place of importance in the promotion program planned for that development.

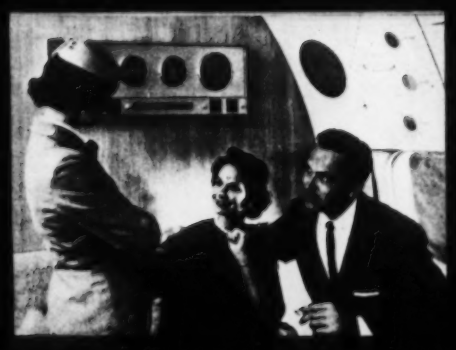
Now, just five years later, another dramatic advance in air travel is taking place ... the advent of the long-range Douglas jet, United's DC-8 Mainliner, the world's newest and finest jet. The first of forty of these great planes is scheduled to go into scheduled service this September to provide the newest and finest transportation service in the world. This important story needs to be effectively told to the public. That "U.S. News & World Report" is among the media selected to accomplish this job is a tribute to the influence and vitality of your publication.

Sincerely,

Robert E. Johnson
Senior Vice President
Sales and Public Relations

RBJ:en

AIR MAIL AIR PARCEL POST AIR EXPRESS



Above: Robert E. Johnson, Senior Vice President, United Air Lines.
Far left: The RED CARPET* ROOM forward in the DC-8 Jet Mainliner first-class section, runs the full width of the plane.
Left: A "predictor panel" shows passengers speed, altitude.
Right: View forward in first class cabin; DC-8 design calls for feeling of well-appointed rooms, spacious and luxurious.

*RED CARPET is a service mark owned and used by United Air Lines, Inc.

IMPORTANT

U.S.News & World Report

THE COMPLETE NEWS MAGAZINE

...for business and professional people —and their families

If it's Important . . .
It's advertised in "U.S.News & World Report"

HOW UNITED AIR LINES SELLS THE PEOPLE WHO TRAVEL FOR BOTH BUSINESS AND PLEASURE

"United Air Lines continues to look to the nation's business community for the major portion of its traffic," says Mr. R. E. Johnson, Senior Vice President, United Air Lines, in his letter. "Naturally we are interested, too, in the steadily growing volume of pleasure or vacation air travel, and businessmen are, of course, the kind of people who have the incomes to travel frequently for both business and pleasure. In brief, that's why we advertise in 'U.S.NEWS & WORLD REPORT.' "

Mr. Johnson's concept of the travel market matches the research facts. It's the families with incomes of $5,000 or more that buy 96% of all domestic airline tickets.

"U.S.NEWS & WORLD REPORT" family incomes average $15,009—highest of the news magazines—highest of all magazines with more than 1,000,000 circulation. Here is the highest concentration in the $7,500-or-more and the $10,000-or-more income levels of any news magazine—understandable since four out of five (78.5%) subscribers hold managerial positions in business, industry, finance, government and the professions.

In big numbers and in high concentration, here is the best market of customers and prospects for any advertiser of a quality consumer product or service.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

NET PAID CIRCULATION 1,136,847*

Ask your advertising agency, or write, for your copy of "In Terms of Sales . . . the Sky's the Limit." It tells how today's active traveler can be identified and how he and his family can best be covered. Advertising offices at 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

**Publisher's Statement to the Audit Bureau of Circulations, January-June, 1959*

. . IS THE WORD FOR "U.S.NEWS & WORLD REPORT"

IMPORTANT READERS . . . IMPORTANT CONTENT . . . IMPORTANT ADVERTISERS

Special Libraries Assn. Revised Publication Bows

The advertising division of the Special Libraries Assn., New York, is offering a special introductory rate for its revised publication, "What's New in Advertising & Marketing." SLA members may receive the next four issues for $1.25; non-members for $1.75. The publication is issued 10 times a year, edited by Pauline E. Lybeck, of the Television Bureau of Advertising.

The revised version will contain a listing of advertising, media and marketing publications, consumer surveys and bibliographies, announcements of material before it is released; and analyses of important books, services and periodicals. Subscriptions are available from Mrs. Elizabeth M. Hutchins (check payable to Mrs. Hutchins), Young & Rubicam, 285 Madison Ave., New York.

"Say It With Pictures"
BY
MICHAEL BARBERO
Photographer For
"MISS SUBWAYS"
41 West 48th Street
CI 6-4775 CI 6-4786

Lon Hill Joins Mathes

Lon C. Hill III, formerly a copy supervisor at N. W. Ayer & Son, has joined J. M. Mathes Inc., New York, as copy chief.

Nine Out of Ten Tried Radio Again: Radio Ad Bureau

NEW YORK, Sept. 15—More than nine out of ten of the leading 100 advertisers of 1958 who were free to use radio advertising turned to this medium during the first six months of 1959, according to the Radio Advertising Bureau.

Four of the top 100 advertisers of 1958 were liquor companies and therefore were considered ineligible to use radio.

The RAB report revealed that 90.6% of the biggest spenders used either spot or network radio, or both, during the first half of this year, registering a 5.6% increase over the first nine months of 1958, the only other period for which such data has been collected. During that period 85% of the top advertisers bought radio.

■ Other data released by RAB also points out the upswing in the use of radio. For example, the number of brands using spot and network radio during the second quarter of 1959 jumped 17.2% ahead of the first quarter and the number of companies buying radio increased 12.9% during the same period.

According to Kevin B. Sweeney, president of RAB, "Local business this year generally is up perhaps 8 to 10% among RAB member stations." #

Electric Storage Names Krauss Automotive Division A.M.

George F. Krauss has been appointed manager of the automotive division of Electric Storage Battery Co., Cleveland. Mr. Krauss, who joined the company in 1918 in Philadelphia, moved through manufacturing operations to the advertising department in 1929 and after assignments in industrial and automotive advertising, was named assistant advertising manager of the Exide automotive division in 1954.

George F. Krauss

He was named advertising production manager of the automotive division in 1957.

George Taylor Adds Two

George Taylor Advertising Agency, San Francisco, has been appointed to handle two new accounts, Campbell-Bishop Chevrolet Co., Mill Valley, and Towne & Beach Tog Shop, San Francisco.

"Capper's Farmer is the Saturday Evening Post* Of the Farm Field!"

says an executive of one of the world's largest petroleum producers.

"We use Capper's Farmer in our national advertising program every year because 'Capper's Farmer is the Saturday Evening Post of the farm field'." This is a statement by an executive of one of the world's largest petroleum producers who has advertised in Capper's Farmer year after year.

**To The Saturday Evening Post, an appreciative bow.*

And here is the statement of a big Midwestern business-farmer who has read Capper's Farmer year after year.

"For various reasons we take several farm papers. I will say one thing, 'We have taken Capper's Farmer for years, and it is the most helpful by far when it comes to farming for profit.' I read every issue of Capper's Farmer from cover to cover. So does my whole family. We wouldn't be without it."

As a buyer of advertising, perhaps you would like to be reminded of these points:

1. Capper's Farmer is the largest sectional farm magazine in the United States — 1,500,000 circulation monthly.
2. Capper's Farmer's editorial program is directed to the Top Commercial Farm families in the 17 rich Midwestern states.
3. The average income per subscriber family is in the neighborhood of $12,000 annually.
4. Capper's Farmer is read immediately and completely in saturation depth by both men and women. Ask our representatives to show you professional proof. There is ample evidence that Capper's Farmer is one of the best read magazines among all periodicals.
5. **You can buy Capper's Farmer in 18 individual combinations of sections to fit almost every copy need. We will gladly furnish you with maps and rates.**

CAPPER'S
FARMER

Write, Phone or Wire the nearest sales office:

TOPEKA CHICAGO NEW YORK CLEVELAND LOS ANGELES SAN FRANCISCO

Capper's Farmer is one of 6 farm papers and 19 other properties owned and operated by Stauffer-Capper Publications in the farm magazine, daily and weekly newspaper, radio and television fields.

EVERYONE WATCHES
WREX-TV
IN
ROCKFORD
ILL.

METROPOLITAN ROCKFORD ARB — FEBRUARY 9 - MARCH 8, 1959 DEMONSTRATES AGAIN WREX-TV'S COMMANDING AUDIENCE LEADERSHIP

23 OF TOP 25 PROGRAMS ALL ON WREX-TV

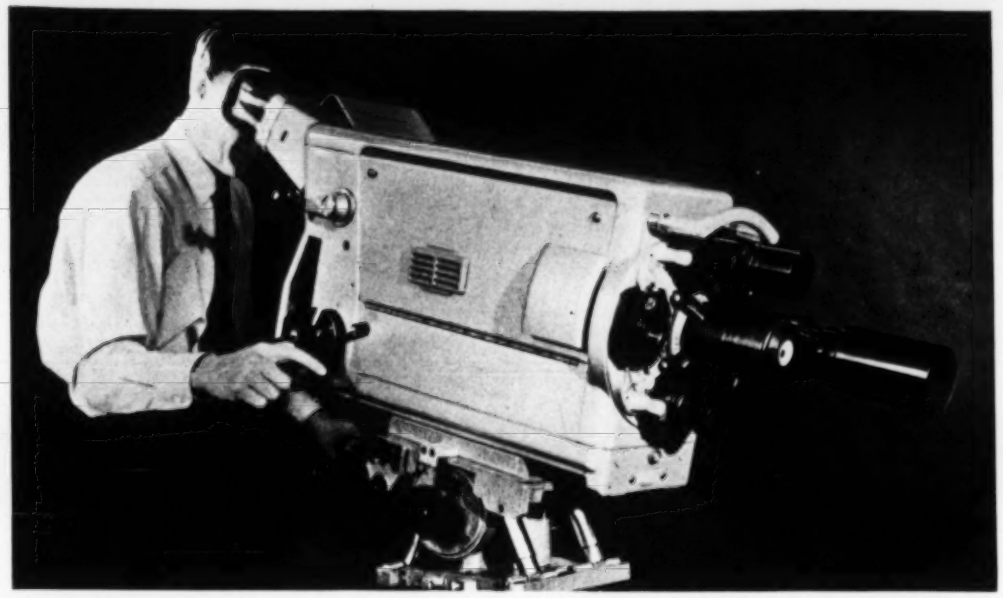
STATION SHARE OF SETS IN USE

	WREX-TV	STATION B
SIGN ON TO NOON	62.2	40.3
NOON TO 6:00 P.M.	62.0	37.0
6:00 P.M. TO MIDNIGHT	54.7	44.5
SIGN ON TO SIGN OFF	59.9	39.6

WREX-TV
CHANNEL 13 ROCKFORD

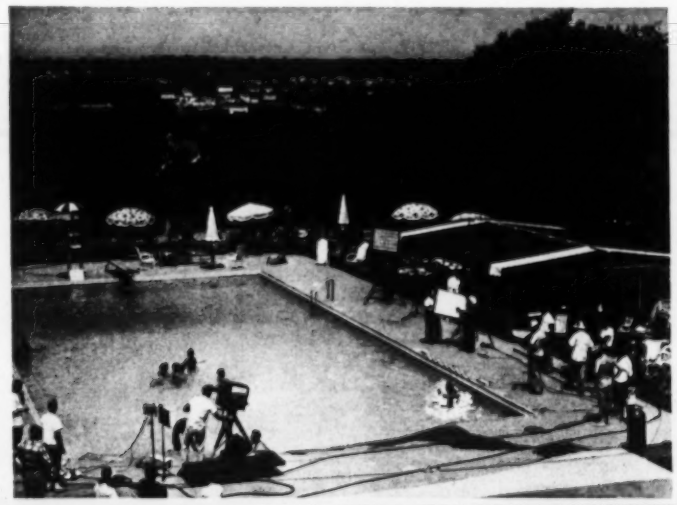
A Report to the TV Industry from Ampex Corporation

AMPEX TO MARKET MARCONI CAMERA IN U. S.; OTHER NEWS



NEW MARCONI CAMERA will be marketed in America by Ampex. Using a uniquely different 4½" image-orthicon, this British camera will give better picture quality than ever seen before in the U.S. Tape copies of even higher quality are an additional benefit due to lower picture noise in this newest Marconi Camera, says Neal K. McNaughten, Professional Products Division Manager. Ampex also will maintain national service organization for this camera and other Marconi equipment.

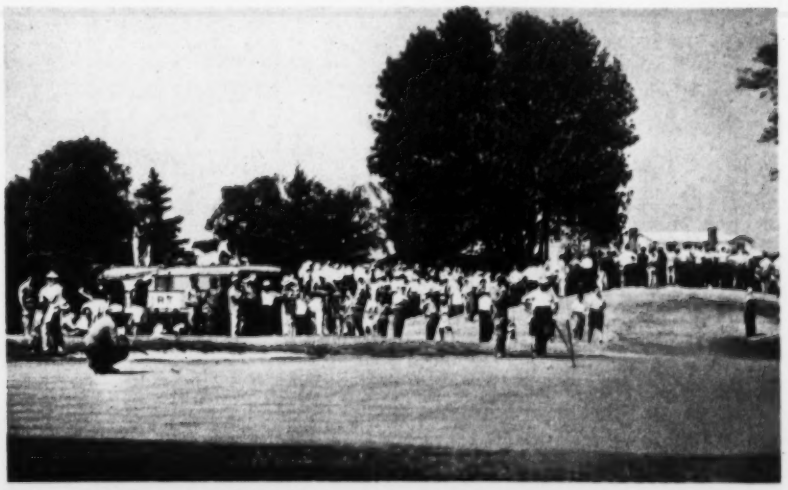
MOSS HART tapes comments for Bolshoi Ballet Spectacular after actual performance of Russian ballet was taped in Hollywood by KTLA. Moss Hart's comments were produced by Videotape Productions of New York. The two tapes, both made on Ampex Videotape* Television Recorders, will be combined for TV tape spectacular now being readied for presentation.



KELLOGG'S is now in second year on tape commercials. This commercial is being taped at Englewood Golf Club, New Jersey, using mobile mounted Ampex VR-1000 covering scenes at pool, on golf course and other nearby areas. Commercial is being produced by NTA-Telestudios of New York under George Gould's personal supervision. Leo Burnett is Kellogg's agency.

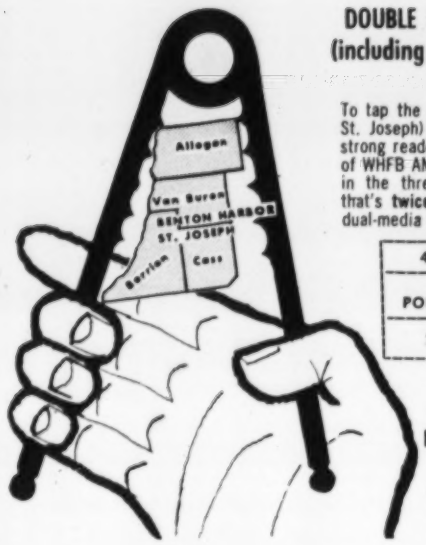
UNION OIL commercial taped on the hoof at Hollywood Race Track as a television first. While mobile unit speeds down track sequence is shot and recorded on Ampex Videotape Television Recorder at the same time. Seven action commercials were done in one day for Erwin, Wasey, Ruthrauff and Ryan, Union's advertising agency. Mobile Video Tapes, Inc. of Hollywood did the production.

TOURNAMENT OF ROSES taped by KTTV for General Petroleum (Mobilgas), saved extra crew and gained higher rating than four other TV stations who also televised this Pasadena New Year's Day Parade. In the past, parade was broadcast live, first at beginning and later at parade finishline for benefit of late risers. This year KTTV taped it from first viewpoint and then with Ampex Videotape Television Recorder, replayed tape later for broadcasts, as well. Rating for taped 10:30-11:00 a.m. portion was 27.8, with 41.6 of audience. Stromberger, Lavene, McKenzie is G.P.'s agency.



STANDARD OIL of Indiana and Pfeiffers Brewery taped daytime golf finale for broadcast during prime evening time period. Buick Open golf match at Flint, Michigan, broadcast live, ended in a tie. Monday daytime playoff was taped for evening time broadcast bringing high listener mail response for advertisers and station WJRT. D'Arcy handles Standard Oil and Maxon is the agency for Pfeiffers.

*TM AMPEX CORP.



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined**! Inquire today about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

'El Paso Times' Sells KROD

The El Paso Times Inc. has sold KROD and KROD-TV, El Paso, subject to FCC approval, to Jack C. Vaughn, Dallas, Cecil L. Trigg, Odessa, and associates. Mr. Vaughn and Mr. Trigg are associated in KOSA-TV, Odessa, and KVII-TV, Amarillo. Mr. Trigg will become general manager of the KROD properties. Val Lawrence, currently general manager, is being retained by the new owners as consultant and will continue as vp of the *Times*, a position he has held since the organization of the present company in 1931.

'Camden Courier-Post' Drops Alcoholic Beverage Ads

The *Camden Courier-Post*, which was taken over by the Gannett Group Sept. 1 (AA, Sept. 14), will no longer accept alcoholic beverage advertising, the newspaper has announced.

In a Page 1 announcement, the paper said it would honor existing contracts.

Auto-Lite, Renault Pace NBC Sales

NEW YORK, Sept. 15—Auto-Lite Battery Corp. (Grant Advertising) has bought one-quarter sponsorship of "News on the Hour" on NBC Radio, New York, for 39 weeks.

Other new business at NBC Radio includes: Renault (Kudner Agency), one-quarter sponsorship of "News on the Hour" for 13 weeks; Marion-Kay Products Co. (Biddle Co.), announcements on "Alex Dreier—Man on the Go"; Florists Telegraph Delivery Assn. (Keyes, Madden & Jones), participation in "News on the Hour," "Alex Dreier—Man on the Go" and "Monitor"; Beltone Hearing Aid Co. (Olian & Bronner), four-week schedule on "News of the World"; Church & Dwight (J. Walter Thompson), one-quarter sponsorship of "News on the Hour" for six weeks, and Sunsweet Growers (Long Advertising), eight-week schedule of announcements.

■ Other new sponsors include: Union Carbide Corp. (J. M. Mathes Inc.), three-week schedule of participations; Tyrex (McCann-Erickson), four-week schedule of participation on "News on the Hour"; B. T. Babbitt Inc. (Brown & Butcher), four-week schedule of participations on "News on the Hour"; Tipon Corp. (Rothstein, Simmons, Pascoe & Davis), four-week schedule of five-minute segments; Formica Corp. (Perry Brown Inc.), saturation schedule of participations for two weeks; Greyhound Corp. (Grey), schedule of one-minute participations; and General Motors Corp. truck and coach division (McCann-Erickson), participations on "News of the World" for four weeks. #

Bowman & Block Names Fatin Exec VP; Changes Name

Bowman & Block, Buffalo agency, has appointed Neal V. Fatin exec vp and has changed the agency name to Bowman, Block & Fatin, effective Sept. 15. Mr. Fatin, who joined the agency in 1946, worked in the art and production department, then later moved to an account executive post.

Neal V. Fatin

For the past six years he has concentrated on developing and servicing the agency's industrial accounts.

Freightways Names Horn

Robert F. Horn, formerly in the advertising department of Southern Pacific Co., San Francisco, has been named assistant advertising manager of Consolidated Freightways, San Francisco.

all hands work for perfection at Reilly

How many times have you touched the electros that are going to reproduce your ads? There's really no need to, not when your electros are made by Reilly Electrotype.

Reilly hands are highly skilled in producing electros that are not only faithful duplicates of the originals, but are masterpieces of their kind.

Ours are the hands of many experts. Our staff includes engravers who check originals, a chemist who controls plating baths, pressmen who prove electros for accuracy of reproduction, and service people who follow through.

Nowhere else will you find master electrotypers so ably assisted in their pursuit of perfection.

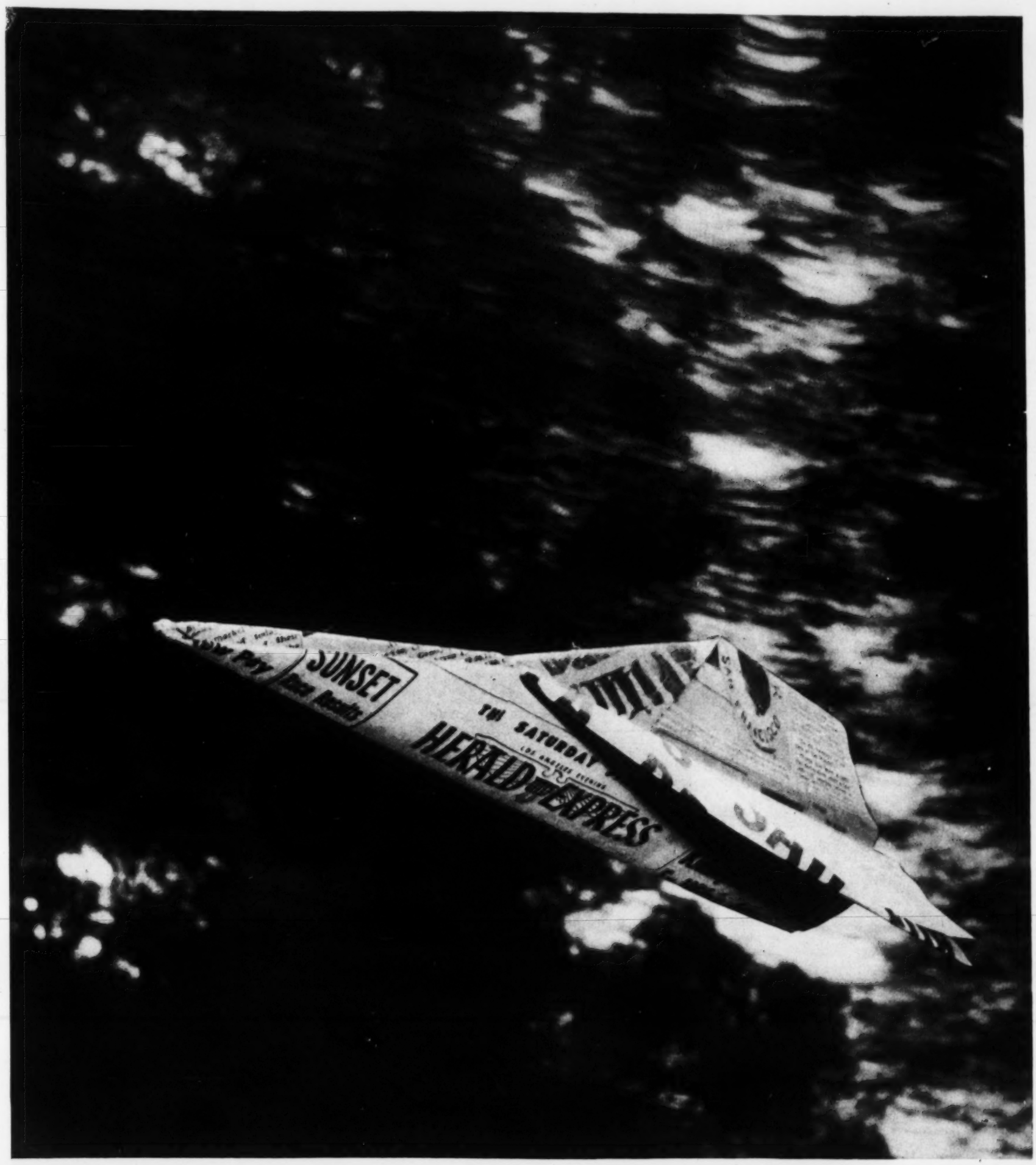
REILLY ELECTROTYPE DIVISION
305 E. 45TH STREET, NEW YORK 17, N.Y.
MU. 6-6350

3M-Pre-madeready electrotypes • Reillytypes • Reilly Plastictypes • R.O.P. Color mats • Reilly mats • Dealer mats • Engraving service department

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio



...and, night after night, the Herald-Express soars into more homes than any other evening newspaper in the West. Better make sure your advertising message goes along!

Largest evening circulation in the West's biggest and best market!
Represented nationally by
Moloney, Regan & Schmitt, Inc.

LOS ANGELES HERALD-EXPRESS

YOUR ADVERTISING IN SAN FRANCISCO GETS...

UNDIVIDED ATTENTION

IN THE COMBINED

NEWS-CALL BULLETIN

There is no chance to miss. No chance of miscalculation or aiming at the wrong audience. In San Francisco, ONE great evening newspaper, the NEWS-CALL BULLETIN gives you total evening coverage—Undivided Attention for your advertising.

Wire, write or phone, Moloney, Regan and Schmitt for whatever necessary facts and details you may need to get your advertising started.

Key To The Golden Gate...

NEWS—CALL BULLETIN

San Francisco's ONE Great Evening Newspaper

Represented nationally by Moloney, Regan & Schmitt

John E. Wolf Co. Tops 18 MASA Award Winners

Oklahoma Mail Producer Gets Webb Award; Wright Cup to St. Louis Company

MONTREAL, Sept. 18—John E. Wolf Co., Oklahoma City, was the recipient today of the D. Stuart Webb Memorial Award, as 18 direct mail advertising companies were named winners in the 38th annual awards competition of the Mail Advertising Service Assn. The Webb award is conferred on the company entering the best mail campaign prepared by an MASA member for a client.

The John Howie Wright Cup, which for more than 30 years has symbolized the best self-advertising program created by a direct mail concern, was awarded to Advertisers Addressing System, St. Louis. Runners-up in the members' own promotion division were Advertising Letter Service, Detroit, and Commercial Printing & Letter Service Co., Dallas.

The Letter Shop, San Francisco; Horn Ohio Co., Cleveland, and Fred Worrill Advertising, Atlanta, finished close behind Wolf and were awarded certificates of creative excellence.

■ Those placing in the most categories in the MASA competition were the Letter Shop, Horn Ohio Co. and Cleveland Letter Service, also of Cleveland.

In addition to its certificate of creative excellence, the Letter Shop won the Lettershop Advertising Exchange plaque, a second place blue ribbon in Vari-Typing and IBM composition, and a third place ribbon for its offset (over 10x14") entry.

Cleveland Letter and Horn Ohio walked off with three awards apiece. Cleveland Letter took top honors for automatically typed letters and offset (10x14" direct image) and finished third in the Vari-Typing and IBM composition division.

Besides its certificate of creative excellence, Horn Ohio added second place ribbons in offset (over 10x14") and administrative forms.

■ Five firms captured two awards apiece. Fifth Ave. Letter Shop, New York, swept a pair of first place ribbons—in multigraphing and in offset (over 10x14"). Campus Mimeo Service, Berkeley, Cal., won a first place Mimeo Art Exchange Cup (for mimeographing produced through mechanical electronic means), and a second place ribbon in mimeographing.

Another first place Mimeo Art Exchange Cup (for mimeographing produced through regular means) was won by Jo-Lee Mail Advertising, Pittsburgh.

Campbell Letter Shop, Detroit, placed second in offset (10x14" direct image) and took a fourth place ribbon in multigraphing.

The first place Vari-Typing and IBM composition award went to Michael Press, New York, which also won a second place ribbon in offset (10x14" metal plate).

Fred Worrill Advertising, in addition to its certificate for creative excellence, was awarded the third place ribbon in offset (10x14" metal plate).

■ Other first place blue ribbon winners: Grace Crumpler Secretarial Service, Dallas, mimeographing; the Letter Guild, New York, offset (10x14" metal plate) and Dependon Mail Advertising Co., Chicago, administrative forms. Crawford Letter Co., Akron, and Frost Mimeographing Co., Portland, Me., took second and third place awards, respectively, in multigraphing.

More than 100 portfolios were judged in the international competition, which brought entries from MASA members in Europe as well as Canada and the U.S. The judges, all of Montreal, were Stan Engel, art director, Ronalds-Federated Press Ltd.; Gordon Lambert, general sales manager, Arborite Co. Ltd., and C. John West, director and account supervisor, Canadian Advertising Agency. #

Two Buy 'Men Into Space'

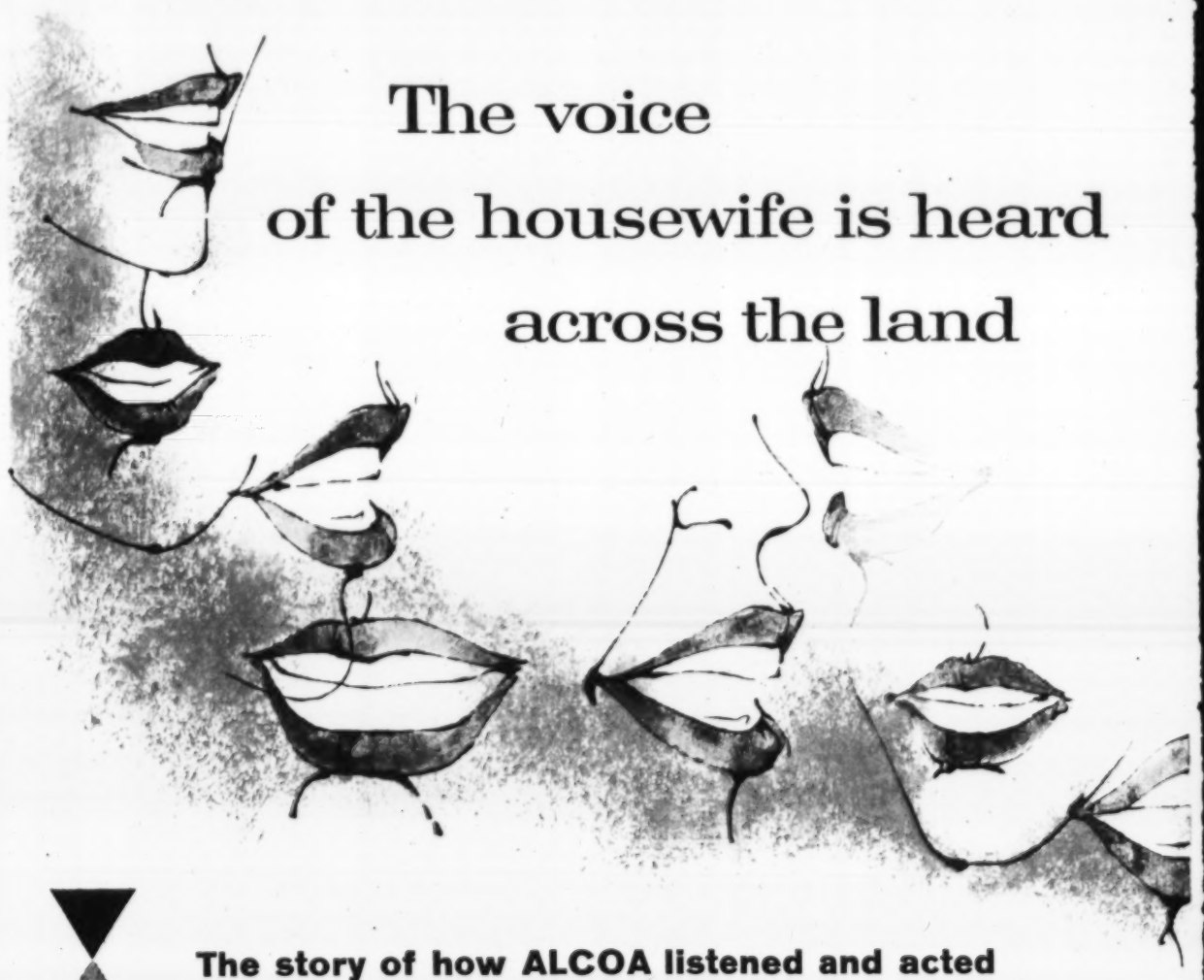
National Carbon Co. and Longines-Wittnauer Watch Co., New York, have signed as alternate-week sponsors of CBS-TV's "Men Into Space," a new half-hour series starring William Lundigan. American Tobacco Co.'s alternate-week buy was announced earlier. National Carbon's alternate-week quarter-hour buy was made for Prestone anti-freeze and Eveready batteries through J. M. Mathes Inc.; Longines-Wittnauer's alternate quarter-hour was bought by Victor A. Bennett Co.

Barnes to Getz & Sandborg

Robert Lee Barnes, formerly a member of the copy staff of Hixson & Jorgensen, has joined Getz & Sandborg as copy chief of the agency's Beverly Hills, Cal., office.

Bernard Schnitzer Adds 5

Bernard B. Schnitzer Inc., San Francisco, has added five new accounts. They are Grant Miller Mortuaries, Oakland; Benioff's, San Francisco and Oakland; Anita Shops, California chain, for special tv test; Levin Auto Supply Co., San Francisco; Emerson West Coast radio and tv dealers for sponsorship of "Red Hickey Show," preceding 49'er exhibition football games over KTVU.



The voice of the housewife is heard across the land

The story of how ALCOA listened and acted . . . to improve a product and advertise it better

"Give the lady what she wants," said the late Marshall Field, and thousands of businessmen heeded his advice, and succeeded. If you ever wonder whether the formula still works—and whether business still uses it—the typical experience of the Aluminum Company of America may dispel any doubt.

For ALCOA, in introducing the newest of many new products, took three courses that more and more companies pursue: consumer testing, product improvement, consistent advertising to the largest established audience available—through Reader's Digest.

How to improve a product

In consumer interviews about aluminum foil, ALCOA researchers kept hearing one word over and over again. The word? **STRONGER!** Housewives wanted an aluminum foil strong enough to take tugging, squeezing, poking . . . that would resist piercing even by turkey wings and drumsticks. ALCOA obliged with a foil that its metallurgists tested up to 104% stronger than anything before it—new **SUPER-STRENGTH ALCOA WRAP.**

Using an improved alloy, ALCOA felt it had a foil that would not only resist rips but also hug bowls tighter and keep leftovers fresh longer.

When the company and its agency, Ketchum, MacLeod & Grove, considered advertising for this new foil, they had one problem pre-solved—again thanks to the ladies.

"Four times since 1957," ALCOA's advertising manager, T. M. Hunt, says, *"women had responded best, by far, to our advertising in Reader's Digest. There was no question that, in planning for new* ALCOA WRAP, *we would start with the Digest."*

Oskar Morgenstern, of Game Theory Fame, Joins MRCA

Dr. Oskar Morgenstern, noted economist who helped to develop the modern theory of games, has joined Market Research Corp. of America, New York, as a vp and member of the financial review board. Dr. Morgenstern is widely known for the book, "Theory of Games and Economic Behavior," which he co-authored with the late John von Neumann. His latest book, "The Question of National Defense," will be published this fall.

Negley Joins 'Inplant Food'

Lowell Negley Jr., formerly with the Cleveland office of *Dun's Review & Modern Industry*, has joined the New York sales staff of *Inplant Food Management*, which was recently acquired by American Trade Publishing Co. The magazine's headquarters have been shifted from Chicago to New York. Smith & Hollyday, San Francisco and Los Angeles, has been named West Coast representative.

Berey Moves to Agency

W. J. Berey, formerly advertising and promotion manager of Lassiter Corp., New York, has joined Smith, Hagel & Knudsen, New York, where he will be senior account executive on Lassiter, the paper and packaging division of Standard Packaging and the Panta Pak division of Pantasote Co.

FTC Accepts Consent Ending Battery Ad Claim

WASHINGTON, Sept. 15—The Federal Trade Commission yesterday approved a consent order barring Continental Mfg. Corp., Culver City, Cal., from using claims that Life-Time batteries are "guaranteed" in any respect for six years.

In a complaint issued last December, FTC said the guarantee provides free replacement or repair, at Continental's option, only within one year of purchase date, and thereafter only on a pro-rated basis.

Consent agreements are for settlement purposes only, and do not constitute an admission of guilt. #

Aves, Shaw & Ring Adds One

Aves, Shaw & Ring Inc., Chicago, has been appointed to handle advertising for Hayden House Foods Co., Chicago, packer and processor of frozen turkey and turkey products for institutions and restaurants. The company's former agency is Pleskach & Smith, Omaha

Nizo Line to Marwel

Marwel Advertising, New York, has been appointed to handle advertising, sales promotion and publicity for the American introduction of the Nizo line of movie cameras and projectors made by Niezoldi and Kramer, Munich.

ALCOA's first experience with the Digest occurred early in 1957 when the Wear-Ever Division advertised its cooking utensils. Executives of the division called it "the most successful ad in our history." And within three months Wear-Ever's advertising manager William Benghauser reported:

"Results exceeded our expectations. Reader response was phenomenal. Dealers were so enthusiastic that they requested a repeat performance in the Digest."

Response to a hidden offer

Shortly after that, the company used the Reader's Digest for ALCOA WRAP—a key product in the company's drive for better consumer recognition. In one Digest advertisement, it offered a free Time and Temperature Chart for cooking in foil.

"This hidden offer," the company says, *"pulled more inquiries than any other single offer made previously by* ALCOA WRAP *in any publication."*

ALCOA's third experience with the magazine produced still another success:

"Last October, we offered a premium that people had to buy—an extremely high-priced one as premiums go, $2.50. But the enormous response of Digest readers far exceeded our most optimistic predictions, and the whole program more than paid for itself."

Finally, in a contest last February, the Digest pulled many more entries than any other single magazine used, and at a lower cost per return.

Since appearing in the Digest, ALCOA WRAP has become America's fastest growing aluminum foil.

What the Digest has done for ALCOA, it can do for other advertisers of quality products and services. In the Digest, you reach the best part of America—intelligent, prosperous families whose enthusiasm for a product can insure its success. And you can do it economically.

QUICK FACTS FOR BUSY EXECUTIVES

Reader's Digest offers all these *exclusive* benefits to advertisers:

1. **The largest proven audience of readers.** It is larger than any other magazine, weekly, fortnightly or monthly, larger than any newspaper or newspaper supplement. More people read the magazine than look at the average nighttime network television program.
2. **The largest quality audience that can be found.** More people with greater spending power read the Digest than any other magazine. And you will find that the higher the income group, the greater the Digest's share of the audience.
3. **Discrimination in the advertising accepted.** The Digest alone of major advertising media accepts no alcoholic beverages, no tobacco, no patent medicines. And for any product, it accepts only advertising that meets the highest standards of reliability.
4. **Belief in what the magazine publishes.** People have faith in Reader's Digest, in its editorial and advertising columns alike.

People have faith in

Reader's Digest

Largest magazine circulation in the U.S.
Over 11,750,000 copies bought monthly

The most influential ministers in America subscribe to

Pulpit Digest

23,500 Protestant clergymen are the buyers, the opinion makers, the affluent:

- they pay a premium price to subscribe to this monthly professional journal: $6.00 a year.
- they spend their own money to buy an astonishing total of 208,350 books a year.
- 63% are ministers of large churches, with more than 250 parishioners.
- 17,625 have the authority *to make or to specify* purchases. The others *advise.*

And look at the equipment PULPIT DIGEST'S readers were shopping for when surveyed earlier this year:

30.9% — Sunday School furniture
15.7% — Film or slide projectors
13.5% — Pianos or organs

For more information call the national selling organization of

JACK BAIN COMPANY
545 Fifth Ave., New York 17, N.Y., MU 2-3345

MIDWEST
Harley L. Ward, Inc.
360 No. Michigan Ave.
Chicago 1, Ill.

WEST
Frank J. Wenter
2186 Mandeville Canyon Rd.,
Los Angeles

HM

Unsubsidized and undominated, we are a corporation consisting only of those actively engaged in the achievement of elegance in photoengraved reproduction. Hutchings & Melville, Inc. Custom Photoengravers, 4043 No. Ravenswood, Chicago 13, Ill. Specializing in modern pre-correction correlative to powderless etching of copper originals.

New 'Truth in Ads' Drive Is Urged by Proud

AFA President Tells Cincinnati Adclub of Headquarters Move

CINCINNATI, Sept. 16—James Proud, president and general manager of the Advertising Federation of America, called today for a new crusade for good taste and integrity in advertising.

"The time has come when we can no longer sit idly by and condone bait advertising, the deliberate play on suggestive situations, or the general hodge-podge of weasel-worded or offensive advertising, which leaves the consumer either in a state of confusion or nausea," Mr. Proud told the Advertisers' Club of Cincinnati.

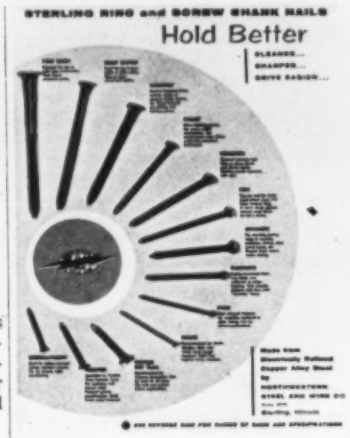
"Remember," he added, "the consumer complainant is not a moron. She's your wife—and tens of millions like her—and she expects you, as a responsible citizen, to help eliminate the tawdry, the cheap, and the offensive advertising."

Mr. Proud said the crusade for advertising should be similar to the "truth in advertising" campaign instituted following the 1911 convention of the AFA's predecessor organization.

■ Mr. Proud's call to arms followed the appointment of Donald J. Wilkins as head of AFA's new Washington office (AA, Sept. 14). Mr. Wilkins, formerly head of the Washington office of Erwin Wasey, Ruthrauff & Ryan, will open this office Oct. 1.

The AFA plans to move its headquarters from New York to Washington by September, 1960, "to help establish the missing informational and educational link between advertising and the nation's capital."

■ In another appointment, Burton E. Hotvedt, vp of Klau-Van Pietersom-Dunlap, Milwaukee, has succeeded Philip E. Nutting as vp of the AFA and vice-chairman of the federation's council on advertising clubs. Mr. Nutting is New England ad manager of *Holiday*. #



NAIL DISPLAY—*Northwestern Steel & Wire Co. has developed this new nail display board, which shows actual nails properly identified, yet fastened so that they cannot be mixed up or lost.*

Murphy to Guerin, Johnstone

Betty Murphy, formerly media director of Dudley L. Logan Advertising, Los Angeles, has joined Guerin, Johnstone, Jeffries, Los Angeles, in the same capacity.

WHEN YOU THINK OF THE SYRACUSE MARKET
--THINK OF ALL OF IT!--IT'S BIG

Fifteen Counties | ONE-THIRD THE TOTAL AREA OF NEW YORK STATE

BIG In Eating-Power
• $421,980,000 Food Stores Sales
• $131,333,000 Restaurant and Tavern Sales

BIG In Spending-Power
• $2,584,890,000
Total Buying Income

BIG In Buying-Power

Retail Sales.	$1,715,762,000
Clothes.	$103,830,000
Automotive.	$418,268,000
(and allied products)	
Drug Stores.	$46,514,000

SYRACUSE The 45th. Metropolitan Market — Standard Definitions of the U. S. Department of the Budget—SRDS Consumer Market Data. (3 Metropolitan counties—Madison, Onondaga and Oswego — just part of the total Syracuse market).

AMERICA'S Best TEST MARKET — *Results of Selling Research, Inc. latest Test Market Survey

There's ONE efficient way to sell ALL this BIG market. The SYRACUSE NEWSPAPERS deliver 100% of Syracuse and Onondaga County and up to 76% in the 12 surrounding counties which comprise the TOTAL SYRACUSE MARKET. No other combination of media delivers a comparable job at comparable cost.

the SYRACUSE NEWSPAPERS

Represented Nationally by MOLONEY, REGAN & SCHMITT

HERALD-JOURNAL & HERALD-AMERICAN Evening Sunday — THE POST-STANDARD Morning & Sunday

CIRCULATION: Combined Daily 229,181 Sunday Herald-American 202,737 Sunday Post-Standard 103,496

WTRF-TV STORY BOARD

An expensive Hereford bull had fallen into the doldrums and had become delinquent in his family duties. The owner was no little worried, so he consulted a veterinarian. The vet provided a supply of large tablets and prescribed that one be given every 12 hours for four days in the bull's food. After three days the bull quickly resumed the fulfillment of his obligations, even to the extent of crashing through a fence to visit some of the neighbor's cows. The farmer told a friend about the treatment.

"What did the vet give him?" asked the friend.

"I don't know," replied the farmer, "but it tastes like charcoal."

● It seems there's a cure for everything in this modern age. A cure for sagging sales is a spot campaign on WTRF-TV, beamed to a 36-county area where 2 million people have a spendable income of $2½ billion annually. Ask the George P. Hollingbery people to tell you how and for how little.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

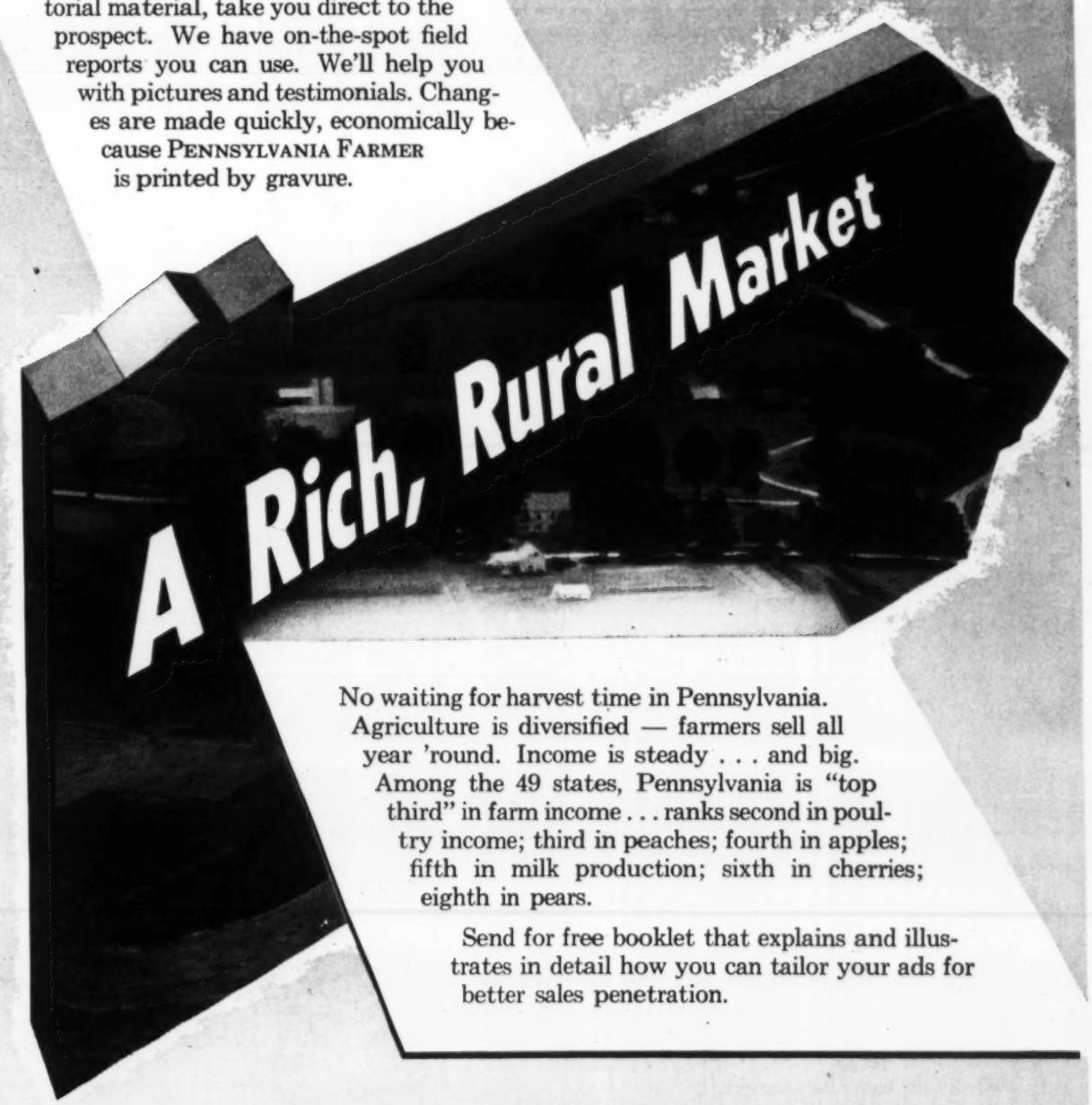
STRAIGHT-LINE ADVERTISING IN PENNSYLVANIA FARMER PENETRATES

FARM SHOW — Greatest Agricultural Show in the East — **1960 Pennsylvania Farm Show** — Harrisburg — January 11-15, 1960 — PREVIEWED IN THE JANUARY 9, 1960 ISSUE — CLOSING DATE DECEMBER 18, 1959

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and PENNSYLVANIA FARMER's local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because PENNSYLVANIA FARMER is printed by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

1. Local pictures
2. Local testimonials
3. Local prices and terms
4. Local dealer listings
5. Local coupon returns



No waiting for harvest time in Pennsylvania. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Pennsylvania is "top third" in farm income . . . ranks second in poultry income; third in peaches; fourth in apples; fifth in milk production; sixth in cherries; eighth in pears.

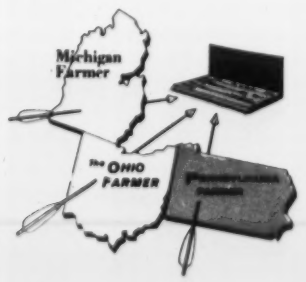
Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

- New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!

Pennsylvania Farmer

Harrisburg, Pennsylvania

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.



STRAIGHT-LINE *Advertising service available also in THE OHIO FARMER and MICHIGAN FARMER.*

KLZ of Denver...Salutes...

A Radio-Active Business Executive

Robert F. Woods, President of the Hugh M. Woods Lumber Company, who has been prominently associated with that firm since 1940, and has consistently maintained the tradition of high standards established by his father who founded the company in 1907.

The Hugh M. Woods Company, sponsors of the 7 A.M. "CBS World News Roundup," have been a KLZ Radio advertiser with unwavering consistency for more than 20 years... graphic testimony of Mr. Woods' confidence in KLZ Radio's ability to sell the Rocky Mountain Market.

Let KLZ Radio pre-sell for you in the Rocky Mountain area.

ROBERT F. WOODS
Pres. Hugh M. Woods Co.

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

Solar Chicago Names Allen

Robert L. Allen, general sales manager of the Solar Chicago division of U. S. Industries Inc., New York, has been named president of the Solar Chicago division. The division engineers and manufactures tanks and pressure vessels for the oil, gas, chemical and brewing industries.

Durey Ranck to Open Agency

Durey Ranck, editor of *Red Fez*, Denver Shrine magazine, is opening Durey Ranck Advertising, 858 Elati St., Denver. Mr. Ranck formerly was a partner in Westart Studios, an advertising art company, and a vp of Ball & Davidson, advertising agency.

Olson, Gilbert Join Schram

Clarence Olson, formerly of Sorenson Studios, and Edgar Gilbert, formerly of Elwin Advertising Agency, both Chicago, have joined the art staff of Schram Advertising Co., Chicago.

TIE-IN—*Standard Insurance Co. ties in with the weather beacon atop its home office building in downtown Portland in planning its Oregon Centennial display. The outdoor board features a colorful map of the Frontier Village and fun area and a working replica of its weather beacon rising above the board. Grant Thuemmel Agency, Portland, arranged for the sign and supervised production.*

Make no mistake about Salt Lake:

You can't afford this gap in your marketing map!

Can you afford to pass by 1½ million prosperous prospects? Then don't pass by Salt Lake! When you buy Salt Lake's two metropolitan newspapers you reach the nearly half-million in Salt Lake City, plus the million more in the "outer" Intermountain Market. Salt Lake is the only metropolitan city between Phoenix and the Canadian border and Denver and the Pacific Coast. It is the control point for this entire area and is recognized as such by the U. S Dept. of Commerce.

NEWSPAPER AGENCY CORPORATION

The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

Brides Line Up Loot in Advance, 'Modern Bride' Says

NEW YORK, Sept. 18—*Modern Bride* has come up with a survey of pre-marriage buying patterns which shows that brides-to-be buy plenty besides wedding dresses.

And most of the buying, says *Modern Bride*, comes within three months of the wedding day.

According to the study, based on data collected by Lloyd H. Hall Co., prospective brides already own most major products for the home at the time of marriage. What the bride-to-be doesn't buy for herself, says the study, she gets relatives and friends to buy for her. The study tags this practice "product dictation factor."

Of a total sampling of 927 brides, it was found that 24% had new television sets two to three months before marriage; 41% had sets one month before; 65% had sets by the time the wedding day arrived.

■ Buying patterns for refrigerators went this way: 16% had refrigerators two to three months before marriage, and 35% had the appliance by the time of marriage.

The study also gives buying patterns for radios, furniture, dinnerware, toasters and other household items. Copies are available free from *Modern Bride*. #

"For Your Office Desk"

Mysterious Little Black Box

S-l-o-w-l-y

A Pale Hand Emerges...!

This little black box just sits there—quiet, sinister, waiting for you or your visitor to throw the switch on. Then, suddenly it comes to life, with a whir of power—twitching and jumping as if a demented genie were locked inside. Slo-o-o-wly the lid rises. From beneath emerges a pale, clutching hand. The hand grabs the switch, pushes it to "off", quickly disappears back in the box. The lid slams shut. Once again, all is quiet. All, except your shaken friends, many of whom will immediately take the pledge! Be first to own it! Send now.

Complete with batteries, only **$4.98**
plus 25¢ for postage and handling
Guaranteed to unnerve or money back.
Enclose remittance. Available by mail only from

SPENCER GIFTS ET-1 Spencer Bldg., Atlantic City, N. J.

Does she or doesn't she advertise in LIFE?

Miss Clairol *does*... and becomes the fastest growing item in the beauty business.

Clairol advertising has stimulated a tremendous spurt in the acceptance of hair coloring.

In 1956, it was decided to undertake a major national campaign for Miss Clairol. Up till then, the product was advertised almost exclusively in fashion magazines and newspaper supplements.

In 1956, Miss Clairol began to use LIFE on a *monthly* basis. According to Richard Gelb, President of Clairol Incorporated, LIFE was chosen for these reasons: "excellent full-page, four-color reproduction for the finest impression possible; and tremendous national impact to encourage the use of hair coloring in every corner and county of America instead of just a few big cities."

Today, hair coloring is the fastest growing segment of the beauty business. And in the last year, *Miss Clairol sales rose 230%* over the year it was first advertised in LIFE.

Moral: whether you sell hair coloring or Easter egg coloring, LIFE can color the outcome to your fondest expectations. Seems the people who read LIFE *live* life . . . and spend money in the process.

Want to put your story before them? Do you or don't you?

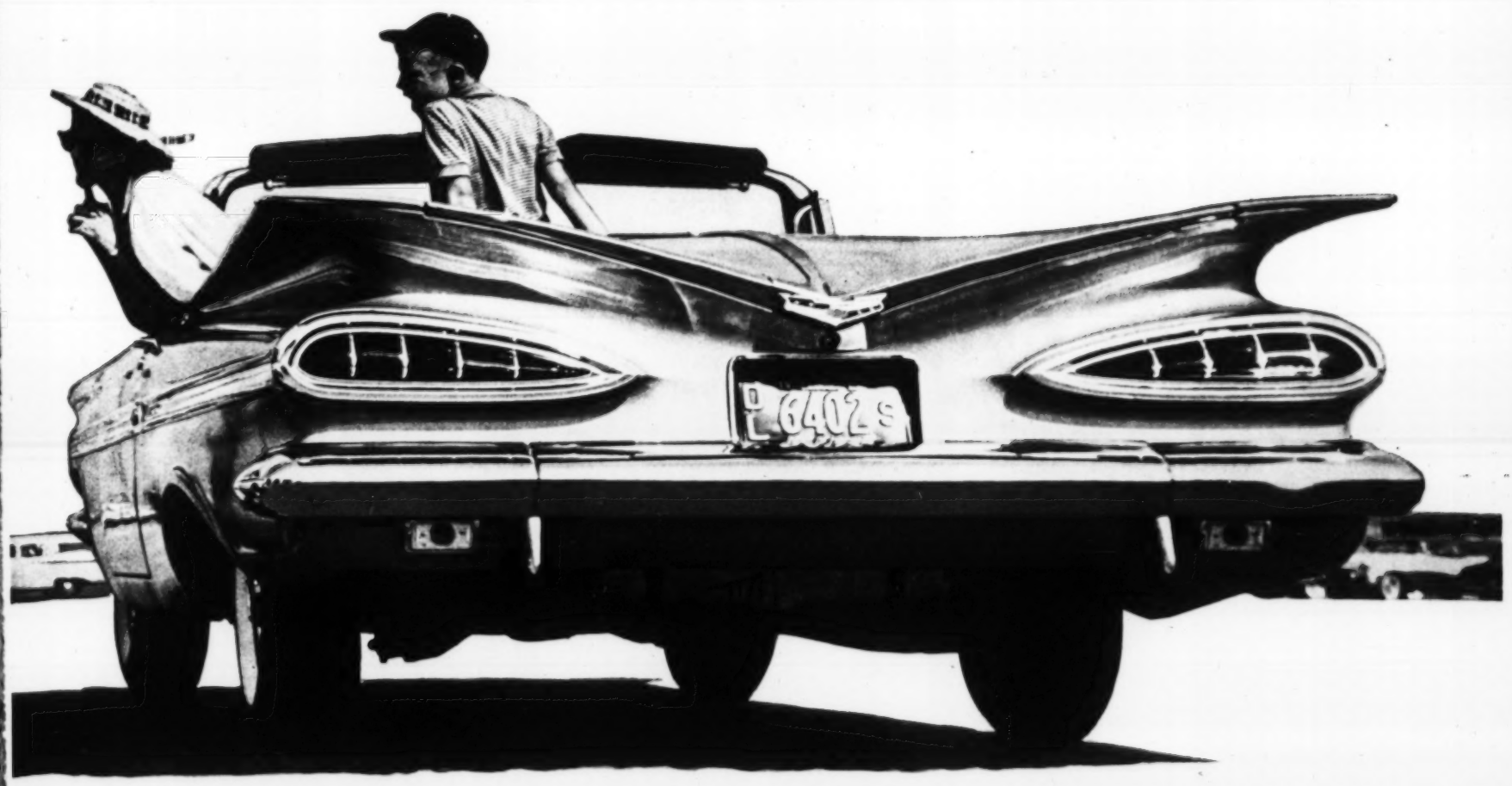
Drugs & Toiletries	Adv. Revenue
LIFE	$6,327,679
Ladies' Home Journal	4,893,372
Saturday Evening Post	3,872,361
McCall's	3,020,246
Look	2,747,639

Source: PIB (Jan.-July 1959)

Effectiveness is a fact of LIFE

Young Chicago loves to buy...

...the Chicago Sun-Times



The young families are the big buying families,
in Chicago as anywhere else. But nowhere else can you
reach them more effectively. In Chicago,
more young families read the Sun-Times than any other newspaper.*

*Source: Publication Research Service Study #5

MANHATTAN'S DISTINGUISHED APARTMENT RESIDENCE
IN THE AREA OF ACHIEVEMENT OFF THE UNITED NATIONS PLAZA

333

UNUSUAL GARDENS WITH EXOTIC MINTS & HERBS

EAST 46th STREET / NOW RENTING
20 Stories and Penthouse / 2 to 6 Rms. / Rental Office on the site / Open Daily and Sundays, 10:00 A.M. to 7:00 P.M. / MUrray Hill 2-0925 / From $155
Rental Agent: CHARLES H. GREENTHAL CO., INC.
20 East 46th Street / MUrray Hill 7-7070

Stations Should Control Programming as Print Media Do Editorial Content: Bernstein

GAYLORD, MICH., Sept. 17—Broadcasting won't come of age until broadcasters, not advertisers, completely control their own program content, just as newspapers and magazines control their editorial content, S. R. Bernstein, editorial director of ADVERTISING AGE, asserted today.

But that time won't come, he said, until broadcasters devise "some reasonable method of guaranteeing the size of an audience, so that all advertisers in a week, let's say, would get approximately the same amount of exposure for their commercial messages."

Addressing the Michigan Broadcasters Assn., Mr. Bernstein foresaw eventual departures from the music-news-weather formula on radio and the syndication-and-old-movies formula on television.

■ "Someone is bound to break out of these horribly artificial bonds and do some honest-to-goodness local programming," he said.

"I visualize a time when local stations will have their own teams in a variety of sports and their own dramatic stock companies." The basketball players might not be as good as the professionals, and the actors may not match the best Broadway casts, he said. But they will command "a special appeal and a special pull on the heart-strings that no non-local material can duplicate," he added. #

'Vancouver Sun' Boosts Lecky, Toogood, Comrie

The *Vancouver Sun* has named John MacD. Lecky to the new post of marketing director, with responsibilities for advertising, circulation, promotion and public relations. A director of Sun Publishing Co., Mr. Lecky has been advertising manager for the past nine years. J. W. Toogood, formerly manager of general advertising, Pacific Press Ltd., and assistant advertising manager of the *Sun*, was named advertising manager in charge of all branches of the advertising department.

John MacD. Lecky

J. W. Toogood

James F. Comrie

Mr. Toogood is succeeded by James F. Comrie, formerly his assistant, as manager of general advertising.

Two to Management Magazines

Thomas F. Mortell, formerly with *Newsweek*, has joined Management Magazines Inc., New York, as director of sales development, a new post. Arthur W. Murray, formerly with Geyer-McAllister Publications, has joined the Chicago sales staff of Management Magazines.

Petry Appoints Two

William P. Bee, formerly with Weed Television Corp., has been named a tv account executive of Edward Petry & Co., New York, radio-tv station representative. Petry also has named Richard G. Cruise, formerly with KHJ-TV, Los Angeles, a tv salesman in its Los Angeles office.

What the RED RIVER VALLEY Sells and BUYS Through THE PACKER is "No Small Potatoes!"

Remember the Red River Valley—*of the North*—the richly prospering, highly mechanized 21-county potato-growing area of North Dakota and Minnesota! Here, where choice Red River Reds, Whites and Russets grow, folks farm big—and buy big! From years of *selling* through The Packer, they have learned to *buy* confidently the equipment and supplies advertised in The Packer's pages.

Can you—if you manufacture farm vehicles, machinery or equipment—ignore quotes like these from a recent survey of Packer subscribers?

"...owns $100,000 worth of farm machinery, all on rubber..." *(25-year Packer reader)*

"...has $150,000 in farm machinery on rubber, replaced every 3 to 5 years..." *(25-year Packer reader)*

"...firm spends $50-$60,000 a year on new equipment or replacements..." *(15-year Packer reader)*

"...buys at least $30,000 in farm machinery a year..." *(29-year Packer reader)*

Or, the fact that the survey of 15 key Packer subscribers—among the 268 in the Valley, averaged gas and oil purchases of over $9,343 yearly!

Yes, remember the Red River Valley's huge buying power—and that the best way to *reach* the Valley's influential buyers is in the pages of The Packer. The key growers and shippers read it regularly: of the 15 surveyed, one had been a subscriber 50 years, another 40 years—the average readership for the group was 28.3 years. In The Packer, your product is presented favorably, weekly, to not only the 268 subscribers but also to their friends throughout the Red River Valley through readers' recommendations. For example, the 15 key men surveyed actually farmed a total of 35,290 acres—but influenced purchasing decisions on a total of 161,230 acres!

Bag plus profits in this "big potato" market, by promoting your product in the pages of The Packer—your favorable introduction or reminder to the key men in growing, shipping and marketing in the Fresh Fruit and Vegetable Industry throughout America.

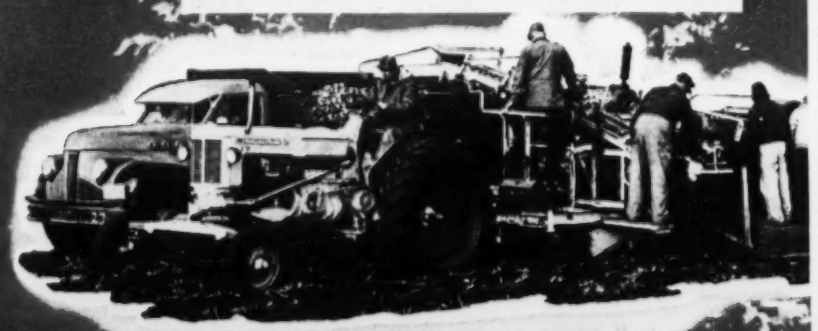
HOW IS THIS FOR BUYING POWER?

Figures compiled from a current survey of 15 key growers-shippers in the Red River Valley of the North, on equipment and supplies bought or purchases influenced:

MECHANIZED UNITS	AVERAGE PURCHASES MADE OR INFLUENCED
TRACTORS	40
TRUCKS	59
SPRAYING/DUSTING	31
FERTILIZING	52

SUPPLIES—Value	YEARLY AVERAGE
Insecticides	$ 5,679
Fertilizers	$12,536
Bags	$22,500
Seed Potatoes	$14,071

For full details, write The Packer for folder, "Remember the Red River Valley."



ABP The PACKER ABP
Newspublication of the Fresh Fruit and Vegetable Industry
201 Delaware Kansas City, Mo.

Connecticut's BIGGEST Household Spending!

Where? In all-by-itself New London, leading *all* Conn. cities of 25,000-or-over population in *all* these buying categories.

New London Sales Per Household

Total Retail	$8922
Food	$2059
Apparel	$ 738
Furn-HH-Appl	$ 669
Lumb-Bldg-Hdwre	$ 510

(SM '59 Survey)

Give your sales a surge in this 66,547 ABC City Zone . . . 98% covered by its only local daily.

The Day
NEW LONDON, CONNECTICUT
National Representatives:
GILMAN, NICOLL & RUTHMAN

does your advertising please everybody...

except the dealer?

LET'S FACE IT—the best ad campaign in the world can't live up to its promise without the enthusiastic support of the dealer. Fortunately, dealers are a reasonable bunch. All they ask in return for their support is a good product and good promotion. They say advertising should have some *local* flavor...that somewhere it should focus attention on the dealer by linking him directly with your product. If this link is missing, it's just another ad campaign to a retailer.

An effective local link: reflectorized highway displays.

Highway signs by National Advertising Company deliver a reminder message for your product or service—and can show the consumer where to *buy* locally. It is a proved way of maintaining local top-of-the-mind awareness and desire for your product or service.

There are other reasons why reflectorized highway displays by National Advertising Company deserve consideration. Here are some of them.

A NATION ON WHEELS

The highway display delivers your message at a key time—when the customer is on his way to the store. It is a medium that offers you more than 90% coverage of your market...with 10 exposures per prospect per month on the average. The growth of the suburbs with their above-average-income families has literally put the nation's shoppers on wheels!

LOW COST PER THOUSAND

Reflectorized displays rank with the lowest on cost per thousand exposures. But cost per thousand *impressions* is even more significant, because independent research establishes a readership of 42%.

A SELLING DISPLAY NIGHT AND DAY

One-third of all highway travel is at night. But the message is never blacked out, because National Advertising Company displays are reflectorized. During daylight, the message is carried in full color. At night, car headlights bring the displays to life, still in full color, illustrations and all.

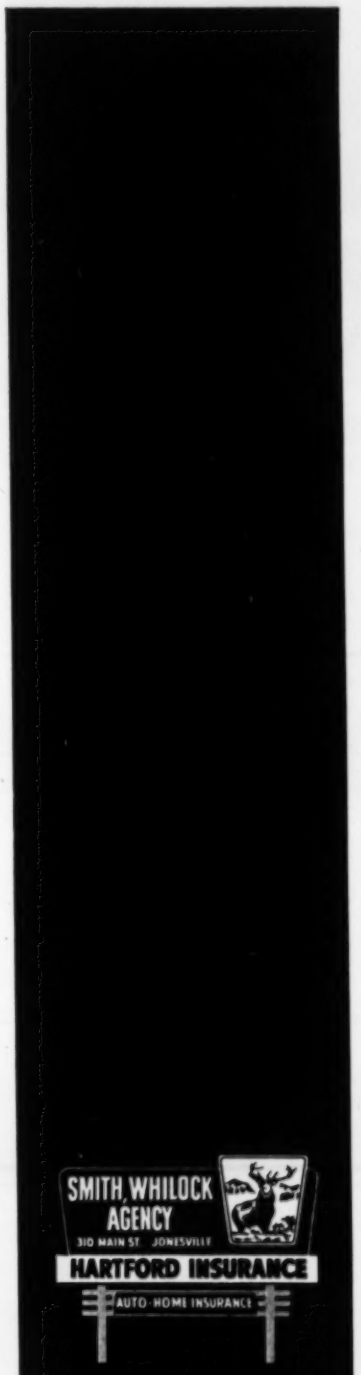
ONE CONTACT FOR NATION-WIDE SERVICE

National Advertising Company is the only organization that offers complete highway display service from coast to coast. One call does it all. We secure locations...create and erect signs...inspect, maintain and repair on a regular basis.

FULL AGENCY COMMISSION

These highway displays are subject to agency commission.

Get the facts today. Send for the full color, 8-page booklet that describes our reflectorized highway displays and services for agencies.



DAY AND NIGHT

Some of the famous names that are sold on reflectorized displays:

Marlboro • Pennzoil
Hartford Insurance
New York Bell Telephone
Ralston-Purina • Amoco
Pittsburgh Paint
Coca-Cola
Howard Johnson
Shell Oil • Alcoa
State Farm Insurance

NATIONAL ADVERTISING COMPANY

Subsidiary of Minnesota Mining & Manufacturing Company

Sales and Service Offices in 27 Cities Coast to Coast

6850 South Harlem Avenue **Bedford Park, Illinois**

3M COMPANY

BOSTON

Ever Meet a Census Taker?

He'll hit East Boston airport at about 8:30 A.M., hop a cab, and head for a certain industrial area in Hyde Park. He has it marked off on that street map he's holding.

What's he up to? Good question. This is Hugh Britton, who directs McGraw-Hill Census of Manufactures. At the moment, he's about to embark on a "block test." He's going to check every plant in that circled area. He'll make sure each one is right where it's supposed to be . . . not moved, sold or inactive. He'll match up his own meticulous records for company size, worth, key personnel, every single product. And more often than not, in other key cities, you'll find a McGraw-Hill Research Department field investigator making similar "block tests," auditing these figures.

This is unusual, a private census . . . in fact, the largest private study of American industry there is. It's devastating in detail, utilizes the accepted SIC base, refined to a 5th digit. It runs down every manufacturing plant of 100 or more employees, 20 or more in some vertical industries. All in all, it covers the plants that do 91% of capital spending. Unlike Uncle Sam's census, which is static and for the record, the McGraw-Hill version is continually maintained, constantly updated. And, it goes a significant step further—if a plant manufactures two or more kinds of products, it is classified under each proper code.

Timeliness is its richest collateral. It's a day-to-day working tool around here. We need it to be absolutely sure McGraw-Hill publications are always marketed to the right people in the right places. We use it to plot circulation potentials and audience buying capacity. We depend upon it for profitable subscription operations.

It works because many conscientious men and women work hard to make it work . . . checking every available, reliable data source, cross-checking, consulting local chambers of commerce, studying daily field reports, making more than 200,000 survey mailings a year. It works for you, too, whether you know it or not. And surprisingly well. For when you advertise in McGraw-Hill publications, the industrial best of Boston (and every other city) comes to you.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than a million key men in business and industry pay to read McGraw-Hill publications

TOPEKA has 1 TV Station...

WIBW-TV is it

WIBW-TV SATURATES TOPEKA

and provides the ONLY good signal in a 100,000 TV HOME AREA!

Serving All Day...Any Day...a total of 226,850 TV homes in 38 rich Kansas counties.

Survey-Proved WIBW-TV TOPS ALL COMPETITION.

WIBW-TV — CBS, NBC, ABC — Channel 13 — TOPEKA, KANSAS

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

Judge's Ruling Lays Advertisers Open to Litigation

(Continued from Page 3)

some 9,000 licensed food stores, plus some 700 chain stores in this area under the court's jurisdiction.

In his ruling, Judge Campbell said that retail and wholesale grocers in the case were adequately identified, and that they adequately represented their two classes in the grocery field.

The judge wrote that the joining of other grocers earlier in the suit would have "served no useful purpose," and that he felt the "time is now ripe for the intervention of all wronged parties."

Harry H. Henry, one of the attorneys for the grocers, told Advertising Age that other food manufacturers who advertised in *Woman's Day* may be sued at later dates. Mr. Henry also pointed out that drug stores, department stores and other retail outlets which sell food and drug products also could presumably enter the case and claim damages.

The major issue still to be decided by Judge Campbell, Mr. Henry said, is the amount of damages to each of the grocers. He guessed that the court might establish a formula based on sales volume, etc., for the awarding of monetary damages.

In answer to a question from AA, Mr. Henry said that other grocers in other areas of the U.S. could file similar suits against the same food manufacturers.

■ The new suit filed against the seven other food manufacturers is nearly identical with the original suit except that A&P and *Woman's Day* are not named as defendants. The suit charges the food makers with violations of anti-trust laws because of their advertising in *Woman's Day* prior to last October, as it was then owned by A&P and distributed exclusively in the A&P stores.

The suit charges that the defendants bought advertising in the magazine but did not make proportionately equal payments or considerations to stores competing with A&P. The giant food chain sold *Woman's Day* to Fawcett Publications last October (AA, Oct. 6, '58), and the magazine has since been distributed outside of A&P stores.

■ In a decision two years ago, Judge Campbell dismissed the suit, ruling in a 111-page decision that it was not discriminatory for General Foods, Hunt and Morton Salt to advertise in *Woman's Day* (AA, July 29, '57). He also ruled that A&P and the magazine were not liable.

The appellate court upset Judge Campbell's decision by deciding that the companies had violated anti-trust laws, but the appeals court agreed that *Woman's Day* and A&P should be dropped from the case. The appeals court remanded the case to Judge Campbell, asking him to determine if it was a class suit, and to decide extent of damages. #

S.F. Newspaper Strike Ends After 6½ Hours

A strike against the three daily newspapers in San Francisco—the *Chronicle*, the *Examiner* and the new *News-Call Bulletin*—ended Sunday, Sept. 13, six and one-half hours after it began at 8 a.m. The striking San Francisco-Oakland Newspaper Guild accepted a new contract which included $5 to $16 weekly wage increases in three steps over a 30-month period.

The old contract expired March 26.

Shulton Promotes Hickling

John H. Hickling, formerly advertising coordinator of the international division of Shulton Inc., has been promoted to manager-Latin American administration, a new position in the division.

DAILY CIRCULATION NOW 125,089 MAY AVERAGE NET PAID

NEW FACTS about the BILLION DOLLAR WEST MICHIGAN MARKET

When your sales program calls for advertising pressure in Michigan, keep two key points in mind:

The true Grand Rapids market is greater than any city or county. It actually spreads over 23 West Michigan counties—an area accounting for retail sales of over one billion dollars, according to Sales Management's Survey of Buying Power.

The Grand Rapids Press is the one advertising medium that can give you effective coverage in this entire area—reaching 9 out of 10 homes in metropolitan Grand Rapids and almost 4 out of 10 homes in all of West Michigan.

Whether you're interested in product testing . . . utilizing the impact of spot color . . . or simply covering your market effectively and economically, The Press is your best advertising buy in Western Michigan.

THE RETAIL SALES PICTURE IN WEST MICHIGAN

	Metropolitan Grand Rapids	23-county Area
Retail Sales	$423,021,000	$1,095,848,000
Food Sales	102,786,000	285,904,000
Eating and Drinking Places	23,239,000	62,871,000
Apparel	24,238,000	51,604,000
Furniture—Household-Appl.	20,905,000	50,509,000
Automotive	71,868,000	201,404,000
Gen'l Merchandise	65,691,000	125,243,000
Gas Stations	35,566,000	101,353,000
Lumber—Bldg.—Hardware	31,218,000	101,868,000
Drug	21,261,000	44,520,000

SOURCE: SMSBP May, 1959

The "TOTAL SELLING" medium is your Daily Newspaper

THE GRAND RAPIDS PRESS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

DIMENSION

3 Dimension ideas with a 2 dimension budget? Call your Screen Processor!

Put Punch in Point-of-Purchase

POINT OF PURCHASE COMMITTEE • SPPA

There is no chestnut more overworked than the critical whinny: "Advertising sells people things they don't need."

We, as one agency, plead guilty. Advertising *does* sell people things they don't need. Things like television sets, automobiles, catsup, mattresses, cosmetics, ranges, refrigerators, and so on and on.

People really don't *need* these things. People don't really *need* art, music, literature, newspapers, historians, wheels, calendars, philosophy, or, for that matter, critics of advertising, either.

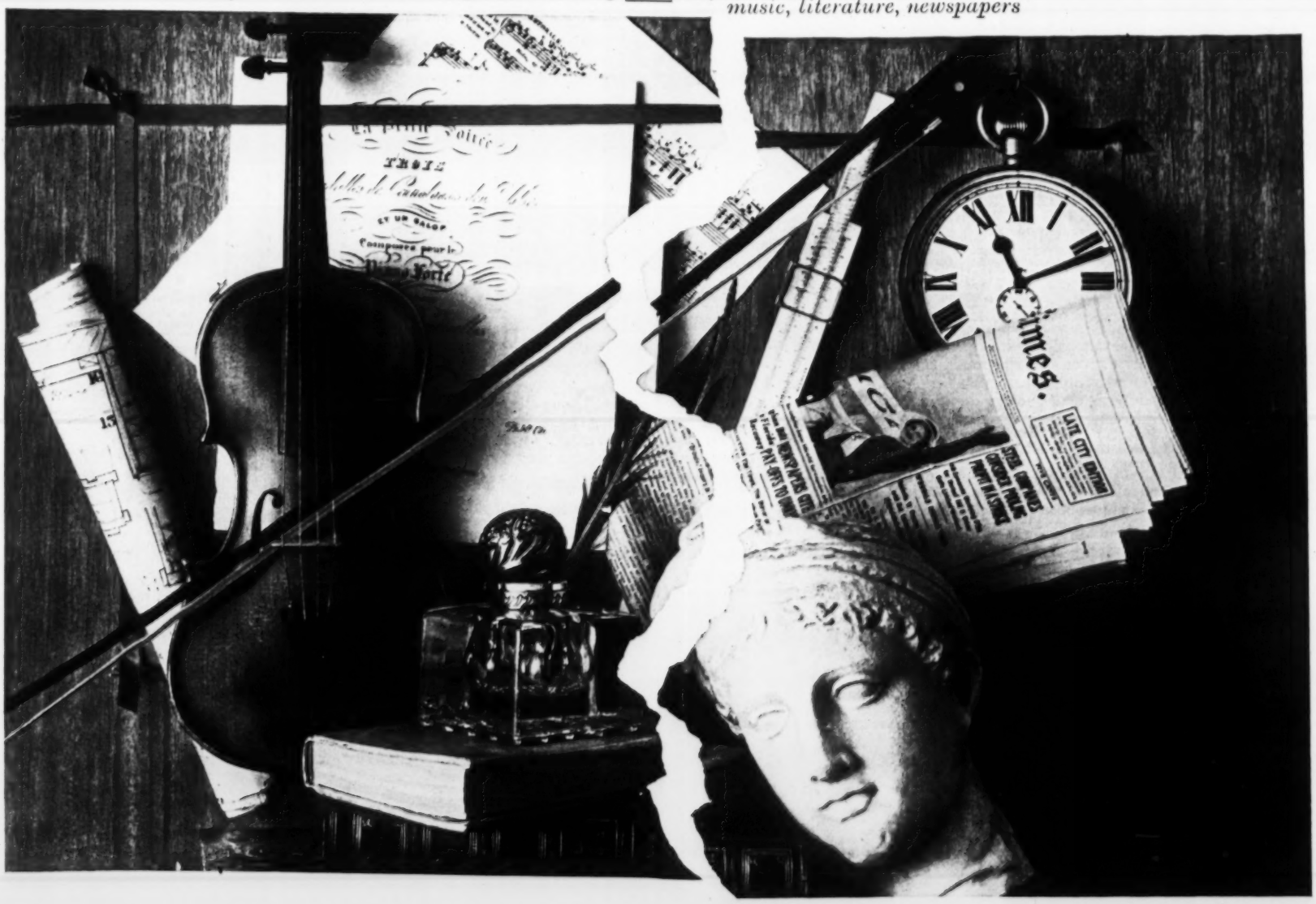
All people really *need* is a cave, a piece of meat and, possibly, a fire.

The complex thing we call civilization is made up of luxuries. An eminent philosopher of our time has written that great art is superior to lesser art in the degree that it is "life-enhancing." Perhaps something of the same thing can be claimed for the products that are sold through advertising.

They enhance life, to whatever degree they can. Indeed, that is the purpose of our unique and restless economy. It is fundamentally devoted to the production and distribution of things people don't need. Among them are toothpaste, electricity, outboard motors, artificial satellites and education.

Without advertising that economy cannot exist... *Young & Rubicam, Advertising*

People don't really need art,
music, literature, newspapers



New York Life Presents *the 38th in a Series of Advertisements to Help Guide Young People to a Better Future*

Advertising people help even in the development of a product. They invent product names, design packages, suggest pricing and selling methods, advise in many other ways before the product is introduced.

When the product is finally ready for market, the agency creates advertising which best presents the product's benefits to the public. This joint effort involves writers, artists, TV producers, many others.

Meanwhile, specialists decide which media (TV, magazines, newspapers, etc.) should carry the advertiser's message—present the advertising to as many potential buyers as possible, and at the lowest cost.

SHOULD YOUR CHILD GO INTO ADVERTISING?

PEOPLE often ask me what the advertising business is really like.

To begin with, it is seldom as "glamorous" as it has often been portrayed in novels, movies and TV shows.

Actually, advertising is a serious, sober business—the business of applying talent, time and money to the job of keeping sales moving and the economy alive.

Let's suppose that a great new product has been developed and it is your job to introduce it to the American people.

You don't just dream up a slogan. It takes skill, creativity, teamwork and long, patient effort on the part of dozens, perhaps hundreds, of specialists to produce effective advertising.

First, the product is pre-tested among consumers to make sure it fills a real need and is acceptable to them. Then various advertising campaigns are prepared and examined in an effort to find the single, most dramatic and convincing selling theme. Meanwhile, media specialists deliberate on how best to deliver the message. Should it appear in national magazines or local newspapers? Star-studded TV shows or radio "spots"? Should you combine these media and others to boot—outdoor posters, car cards and the like?

Month after month, you and your associates work to develop and test the campaign. Finally it is launched from coast to coast and you await the results anxiously. If the product moves according to expectations, fine. If not, it may mean going "back to the drawing board" and starting the grueling process all over again.

Interesting and Exciting

To my mind, advertising is one of the most interesting and exciting occupations in the world. Its chief product is ideas, and ideas are wonderful things to work with.

Recently a veteran of the business—a man who works long and hard at his job just because he loves it—said this: "I believe that advertising, the business of selling in the face of competition, is one of the most stimulating ways ever invented to make a living."

I agree with him one hundred percent. I wouldn't give back a minute of my forty-four years in the field. And I would willingly recommend it to young people with the right qualifications. It offers big horizons, big rewards, big dreams.

Role in the Economy

The vital role that advertising plays in our American economy has long been recognized. Just as the assembly line makes mass production possible, so advertising gives rise to mass consumption. By holding up an image of a better, fuller life, it stimulates the demand that keeps our factories rolling.

New York City can testify to what would happen to our economy without advertising. For days and days, most of its newspapers were closed down by a strike a while ago.

The impact on business in the city was dramatic. Department stores' receipts fell twenty-five percent. The sale of used cars dwindled. So did applications for jobs. Theaters were almost empty.

When people were asked afterwards, "What did you miss most in not having your newspaper?" forty-two percent replied, "The ads."

Aids Many Public Causes

Advertising is more than a tool for selling goods and services. It is a weapon for defending our free, democratic institutions.

Take, for example, what happened during World War II. Under the aegis of the War Advertising Council, a group representing all elements in the field, over 150 campaigns were run for the government—free—to get people to buy war bonds, save fats, plant victory gardens and do other patriotic things. Every one of these campaigns was a success.

Since then, advertising has been equally effective in the public interest. The Advertising Council (as it is now known) has run successful campaigns on everything from traffic safety and mental health to the need for better schools and anti-polio inoculations.

Offers broad opportunities

You'd like to know what the prospects are for a young person in advertising today? To commence, let me tell you that advertising is a fine, healthy business.

It is really amazing how it has grown. In 1945, the total outlay for advertising in the United States came to $2,874,000,000. Now it is nearly $11,000,000,000. By 1965 we expect it to exceed $15,000,000,000 a year!

One hundred and fifty thousand persons are now working in the field. In another ten years the number should be 250,000.

This means that advertising will continue indefinitely to need many new people. It is estimated that a minimum of 15,000 jobs must be filled each year.

These jobs are in four areas. There are, first, the advertising agencies, 5,063 of them at last count. It is they who create the majority of advertisements we see and hear. In this they act for advertisers who have engaged them. These agencies maintain creative, research, media and marketing staffs that are at the advertisers' call.

Next are the advertisers, big and small, manufacturers, retailers, utilities and others, all over the country. They pay for and have the ultimate control over the advertising that the agencies produce. Sometimes, as in the case of most department stores, these companies prepare advertising themselves.

The third category comprises media: the magazines, newspapers, outdoor poster companies, TV and radio stations and networks who are anxious to sell space and time to the advertisers. The TV and radio people—and I'm including the special "package producers" among them—create most of the programs that go on the air.

Last are the advertising suppliers. They include printers, typographers, lithographers, engravers, photographers and others who help in the preparation of advertising materials.

Talents of all kinds welcome

What kinds of jobs are available in these various areas?

The greatest assortment conceivable. A young person who wants to write can have a field day in advertising. He can do magazine and newspaper ads, TV commercials, car cards, pamphlets, mailing pieces, sales letters. And lots more besides. An artist can run the gamut from oil painting to cartoons. Or he can become an art director who designs ads and has other artists illustrate them. A person with theatrical talent can develop TV and radio shows. Musicians can find places, too.

There are positions for researchers, statisticians, marketing and merchandising experts, psychologists, public relations men. For media specialists and sales experts. For layout and printing production men. For business administrators, accountants, secretaries and clerks. For smart, personable young people who can work their way up to be liaison officers between advertising agencies and their clients. Account executives we call them. And, of high priority, for young people of vision and versatility to become advertising managers.

Are the best jobs only for men?

Certainly not! Women are more than welcome in all

PHOTOS BY DAN BUDRICK

Next step is for agency account executives to present the recommended campaign to the client for approval. Because advertising is such an important selling tool, this decision involves the client's top executives.

Before being sold nationally, most products are advertised and sold in limited areas. Specially trained researchers then interview consumers to learn their reactions to both the product and the advertising.

The product is finally offered nationally, and the true test of advertising begins—at the point of sale. Both agency and client check sales frequently to determine how well the product is being accepted by the public.

by Paul B. West *President, Association of National Advertisers, Inc., as told to Donald Robinson*

echelons of the advertising world. I know women who are ranking copy chiefs, art directors, TV producers, research directors. Many women have risen to be top agency executives or advertising managers of multi-million-dollar corporations.

Actually, the opportunities for advancement are excellent for anybody with ability. In no other business is talent recognized so quickly. A gifted young man ten years out of college can often make $20,000 a year. At age forty-five, a top-notch person may be earning $40,000. Or more.

It is difficult in a field so extensive as this to set forth a comprehensive salary scale. I can cite a few sample figures, though.

Not long ago, an authoritative trade magazine made a study of 212 advertising agencies to ascertain the salaries they were paying. It found that in agencies placing over $10 million of advertising a year, senior copywriters were paid from $10,990 to $14,200 a year. Account executives were getting from $11,000 to $14,970, supervising account executives from $19,500 to $26,500. Research directors averaged just over $18,800, directors of TV departments about $23,000. In the "command ranks," executive vice presidents were drawing up to $62,000 a year, heads of agencies as high as $110,000.

Another study showed that salaries of advertising managers in industry ranged from $7,000 to as much as $70,000 a year.

Incidentally, many advertising managers have graduated to the presidencies of their companies. Some have gone beyond that. A man I know recently rose through advertising to become President of one of the nation's leading corporations and then Secretary of Defense.

Pressures can be great

The satisfactions that may be derived from a life in advertising are many. You are likely to associate with prominent men in industry, broadcasting, and the press. You face new, challenging problems every day and you can be as creative as you wish in solving them. You constantly have a chance to do a real sales job—learning what millions of people want, why they want it, and then figuring out the most persuasive means of selling its benefits to them. You continually enjoy the zest that comes from meeting and beating tough competition.

In short, advertising can be an enjoyable career—for those who are mentally and temperamentally suited for it. However, as in any other business, art or profession, there are some who, perhaps lured by false visions of making untold money at a "glamorous" career, just don't belong. And most of them are pretty unhappy.

ABOUT THIS AD . . .

For over seven years, New York Life has been presenting articles like this to help parents and their children plan for the future. This particular message appears in *The Saturday Evening Post*, Sept. 26; *Life*, Oct. 19; *Scholastic*, Oct. 21; *Look*, Oct. 27. It is reproduced here because of the special interest it may hold for advertising people. As noted in the column at the right, this article is available in booklet form without charge. Quantity reprints can be requested by any advertising organization or department.

A job in advertising is no sinecure. The hours are long, the demands many, and the pressures great.

Anonymity is the painful rule. Few people on the outside will ever know who wrote the slogan that all America repeats. Rather than public applause, ad men are more likely to hear private criticism. Everyone thinks he knows better than the professionals how a campaign should be handled.

It is no occupation for the man solely concerned with finding security. Men quite often move from one job to another. However, I have known some men who have remained happily with the same organizations for thirty years and more.

Calls for Imagination

Now, I'd like to mention some of the traits that a young person should have to make a career in advertising. I feel that a boy (or girl) should be imaginative, quick-thinking, and have a bent for solving problems. He should like ideas for their own sake, and all kinds of creative activity. He should have a wide range of interests. He should enjoy working hard under pressure. Above all, he should like people and be curious as to what makes them tick. "Why" should be a favorite word with him.

A college education will be a help. Most employers prefer to hire college graduates. Not that a degree is imperative. Many men have achieved success who never got closer to college than a football game. They learned by experience.

Boys and girls who do go to college would be wise to take liberal arts courses, with emphasis on English, literature, history and sociology. Plus some classes in advertising, marketing and economics.

If your child is interested in advertising, let him remember this. It is a career he can be proud of and one that can give him the gratification of knowing that he is contributing to the growth of our economy.

Booklets available on many careers

This article is available in booklet form without charge. Also available are a list of similar articles on thirty-seven other careers which you may send for, and the helpful, informative booklet, "Planning a College Education." We'll be glad to send you any or all of these on request. Just drop a postcard to:

New York Life Insurance Company

nylic

Career Information Service
51 Madison Avenue, New York 10, N. Y.

The New York Life Agent in Your Community is a Good Man to Know

COPYRIGHT 1960, NEW YORK LIFE INSURANCE COMPANY

REAP
MORE
SALES FROM YOUR ADVERTISING DOLLAR
in FRENCH CANADA through CONCENTRATION in LA PRESSE

✔ Largest Circulation and Best Distribution.
✔ Most Influential French Newspaper in Quebec Province.
✔ Lowest Milline Rate.

LA PRESSE
HEAD OFFICE: MONTREAL, CANADA U.S. REPRESENTATIVES: SHANNON & ASSOCIATES INC.
THE GREATEST SELLING FORCE IN FRENCH CANADA

Mercedes-Benz Sales Boosts 3

Mercedes-Benz Sales, South Bend, Ind., has promoted Heinz Waizenegger, sales training director, to sales manager for Auto Union-DKW products. R. A. Baldwin, formerly administrative manager of the sales division, has been appointed sales promotion manager for both Mercedes-Benz and Auto Union-DKW products. Walter J. Swarm, formerly an assistant to the corporation's president, has been named Mercedes-Benz truck and bus sales manager.

Lever Buys 'Mr. Lucky'

Lever Bros. Co., New York, has signed to sponsor, for Dove and Handy Andy, a new half-hour adventure series, "Mr. Lucky" on CBS-TV, starting Oct. 24 at 9 p.m., EDT. The series will star John Vivyan as "Mr. Lucky," a professional gambler. The Lever buy was made through Ogilvy, Benson & Mather.

ALEXANDER STOLLEY, *vp of Farson, Huff & Northlich, Cincinnati, has been named to the new post of exec vp of the agency. He has been with Farson, Huff nine years.*

Campbell Soup Precodes Cans to Ease Retail Pricing

CAMDEN, N. J., Sept. 15—Campbell Soup Co. has developed a system for price coding its own soup cans to ease the hand-stamping burden on retailers, thus to accelerate shelf stocking and reduce operating costs.

The company is stamping "TOM" at one end of all cans of its 1959 tomato pack. The cans will go right on to the shelves without further marking. When they get to the check-out counters, the checkers will check the price of "TOM" on the list above the cash register.

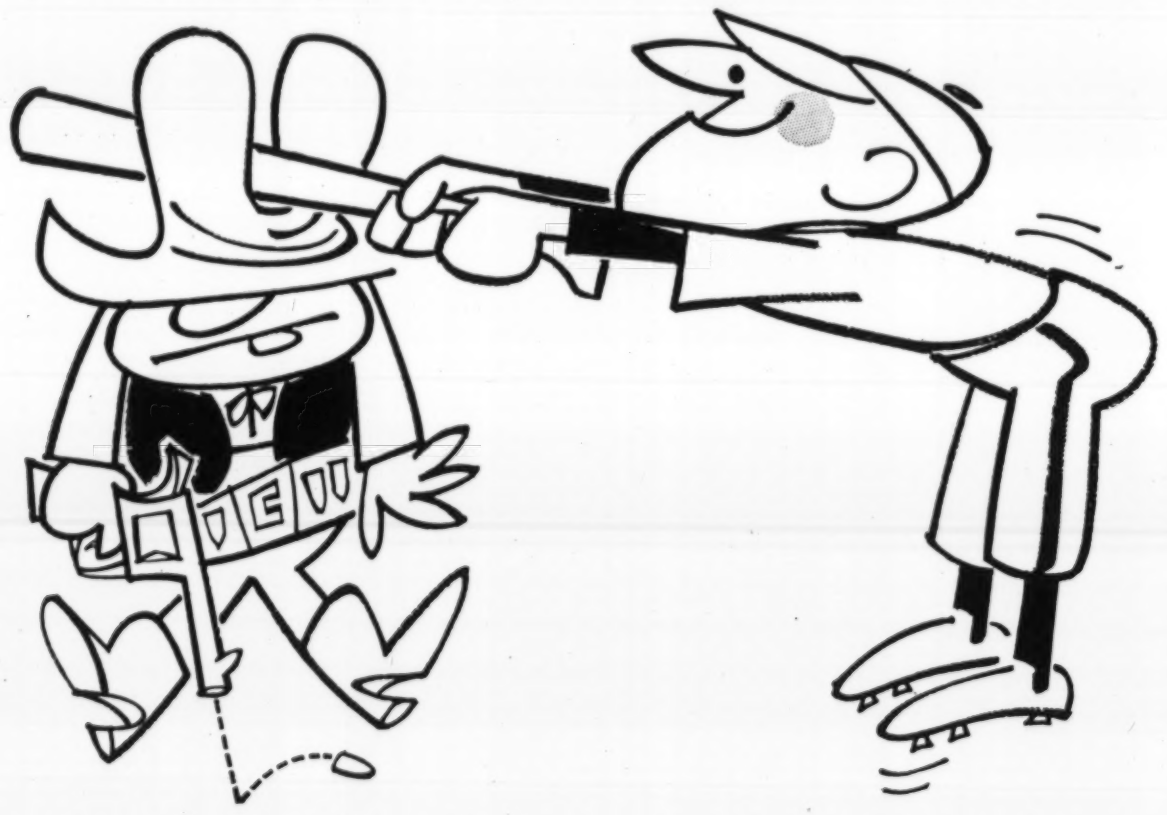
Campbell's plant in Sacramento, Cal., is employing the same technique, using "#1" to identify a lower price vegetable soup and "#2" as a higher price soup with meat. Campbell says it expects it will code all of its canned soups in this manner before the spring of 1960. #

Stenhouse, Cobb to NFO

Wallace J. Stenhouse, formerly advertising sales vp for *Western Family*, and Harold M. Cobb, formerly in sales and research capacities with Reach, McClinton & Co., Needham, Louis & Brorby, and WBBM, Chicago, have joined National Family Opinion Inc., Toledo, consumer market research organization. Mr. Stenhouse is national representative handling special creative contacts, a new post; Mr. Cobb is in charge of the Chicago area territory.

Young Names Shauer, Adds 1

Don Shauer, previously on the sales staff of the *San Francisco Examiner*, has been named an account executive in the San Francisco office of Adam Young Co., radio station representative. Young Television Corp., affiliated tv station representative, has been named to represent KNTV, San Jose, Cal., formerly handled by Weed Television Corp.



SOCKO!!!

Even the marshall bit the dust on the night of August 15th! The night that WGN-TV telecast the game between the Chicago White Sox and the Kansas City Athletics. / This illustrates again how WGN's policy of programming for Chicagoans pays off in top audiences — a policy which continues to bring results to our advertisers.

TIME: 9:00—10:00 P.M. (ARB Rating)		TIME: 10:00—11:00 P.M. (ARB Rating)	
WGN-TV	20.3	WGN-TV	19.6
Network X	16.2	Network X	13.2
Network Y	7.1	Network Y	6.5
Network Z	3.7	Network Z	3.7

WGN-TV CHANNEL 9
441 N. Michigan Avenue • Chicago 11, Illinois

memo:
Who BUYS?
In the hotel-motor hotel field, the manager makes over 88% of all buying decisions.
8154 hotel and motor hotel managers read
THE HOTEL MONTHLY
105 W. Adams St.
Chicago 3, Ill.
a Clissold Businesspaper

Of the top ten markets in the United States, nine are cities . . . but

ONE IS A STATE!

	MARKET POPULATION*
1. New York	14,521,000
2. Los Angeles	6,476,700
3. Chicago	6,430,700
4. Philadelphia	4,390,700
5. Detroit	3,909,800
6. Boston	3,041,500
7. IOWA	**2,747,300**
8. San Francisco	2,742,700
9. Pittsburgh	2,410,000
10. St. Louis	2,065,200

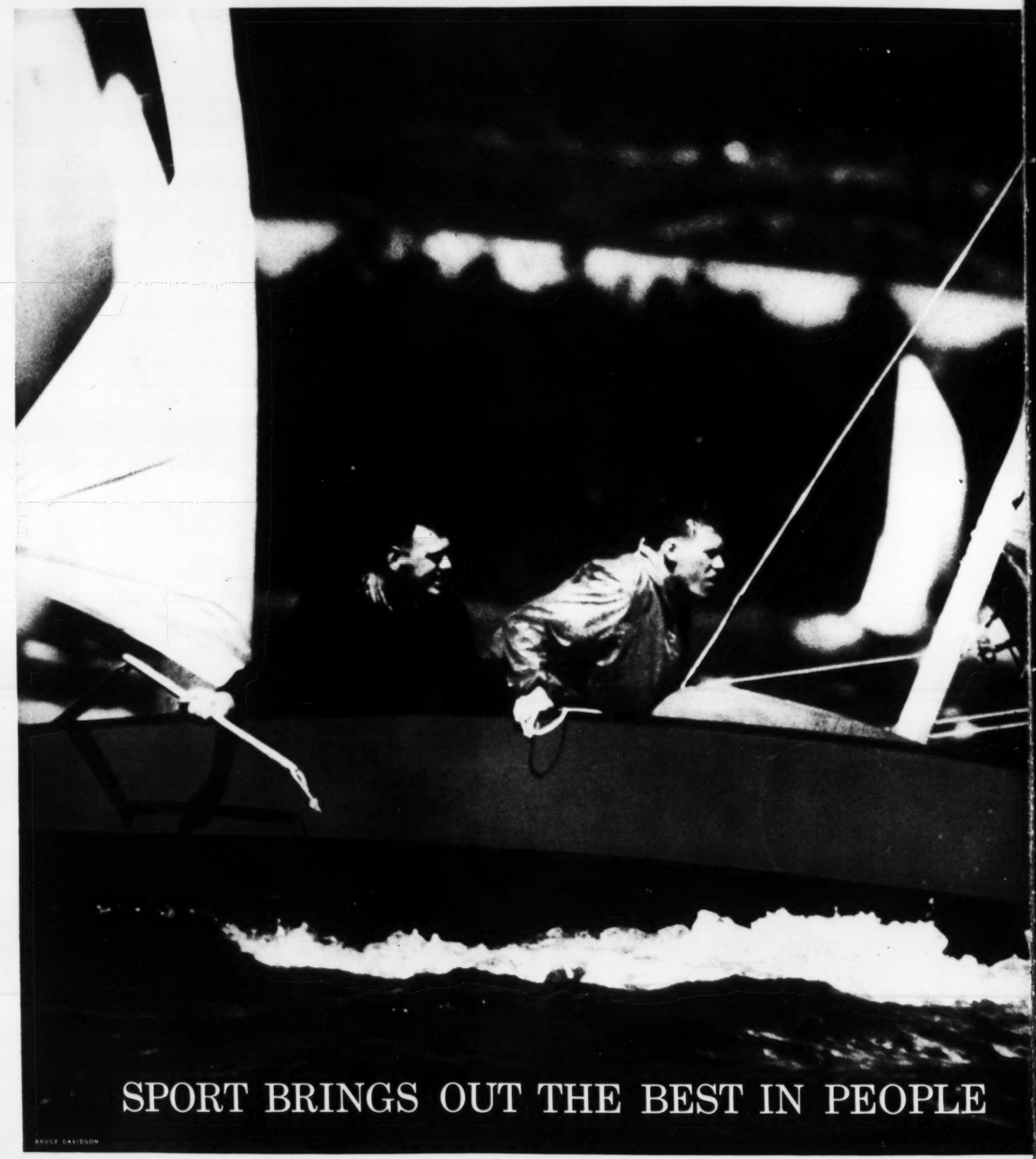
*SALES MANAGEMENT'S SURVEY OF BUYING POWER

IOWA is number seven for one reason—the unique circulation of the Des Moines Register and Tribune. These are not just city papers—but are statewide, read by 70% of the whole state of Iowa (population 2,747,300). Not only are they the "hometown papers for the whole state of Iowa," the Register and Tribune reach a higher percentage of the population than any other paper in any other of the nine leading markets. Markets, as you know, are not a matter of geography, but rather of people — so in preparing your next schedule, remember the Des Moines Register and Tribune cover America's SEVENTH market. . . . For more information call Scolaro, Meeker & Scott or Doyle & Hawley.

DES MOINES REGISTER AND TRIBUNE

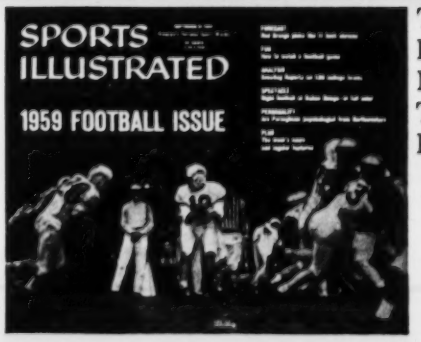
350,000 COMBINED DAILY · 500,000 SUNDAY

Gardner Cowles, President



TAKE the types in the Snipes above. They represent the fastest growing quality market in America—the families for whom sport is an essential of family well-being, a way to recharge their spirits for the demands of successful living today . . . In five years, the number of U.S. families with $10,000 incomes and over has doubled. SPORTS ILLUSTRATED's circulation has also

doubled, from 450,000 to 900,000. And the SI median family income figure remains virtually the same—still the highest of any U.S. weekly that is read by the whole family . . . The big trend in U.S. life today is toward the active life—of pitching in and looking at and knowing about sports. You'll find the leaders of this life are the readers of SPORTS ILLUSTRATED.



THE FIRST MARKET TO BUY

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy on effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William St. | Chicago 175 W. Jackson | San Francisco 100 Bush St.

Sealy Promotion Tells of $400,000 Mattress Contest

Sealy Inc., Chicago, will break announcement of a Sealy Posturepedic mattress $400,000 contest in *Life* Sept. 21. The campaign full-color page ads also will run in October issues of *Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal* and *True Story*.

Prizes will be awarded on an individual store basis and grand prizes, 52 complete vacation trips for two to Miami Beach's Fontainbleau Hotel, will be presented on a state basis, a winner in each state and two in Canada. The promotion has been designed around the selection of Sealy mattresses by the Fontainbleau for the hotel's new addition. J. Walter Thompson Co. is the agency for Sealy.

Reliable Closes Its Doors

Reliable Advertising Co., Logansport, Ind., has discontinued operations. The company was founded in April, 1920. George Berger, head of the company, said he plans to move to Chicago to furnish attractions and entertainment for radio and tv advertisers and agencies.

Relate Industrial Ads to Readers' Work, Kanter Says

Tatham-Laird Exec Warns That 'Pep Talk' Ads Are Unprofessional

CHICAGO, Sept. 15—Instead of talking to business men in a professional way, "most industrial advertising sounds like Knute Rockne talking to the team at half time, telling 'em to go out and win one for the Gipper."

This charge was made at the Chicago chapter of the National Industrial Advertisers Assn. last night by Donald Kanter, executive director of creative research at Tatham-Laird, Chicago.

■ This kind of advertising reflects an inattentiveness on the part of industrial advertisers to the work situations industrial ad readers are in, Mr. Kanter said.

The work situation is as crucial to industrial advertising as the people-product situation is to consumer advertising, he said.

But Mr. Kanter emphasized that industrial advertisers are very shy on research about the industrial ad reader—his prospect—in his job situation. More research is needed, he said, to learn about these readers' attitudes toward their careers, their perceptions of their occupational roles and their feelings about their professions.

These studies, Mr. Kanter said, would acquaint the advertiser with some real-life situations that their readers are daily involved in—trying to get programs organized, trying to sell ideas to superiors and co-workers, taking responsibilities, sometimes taking a lot of blame.

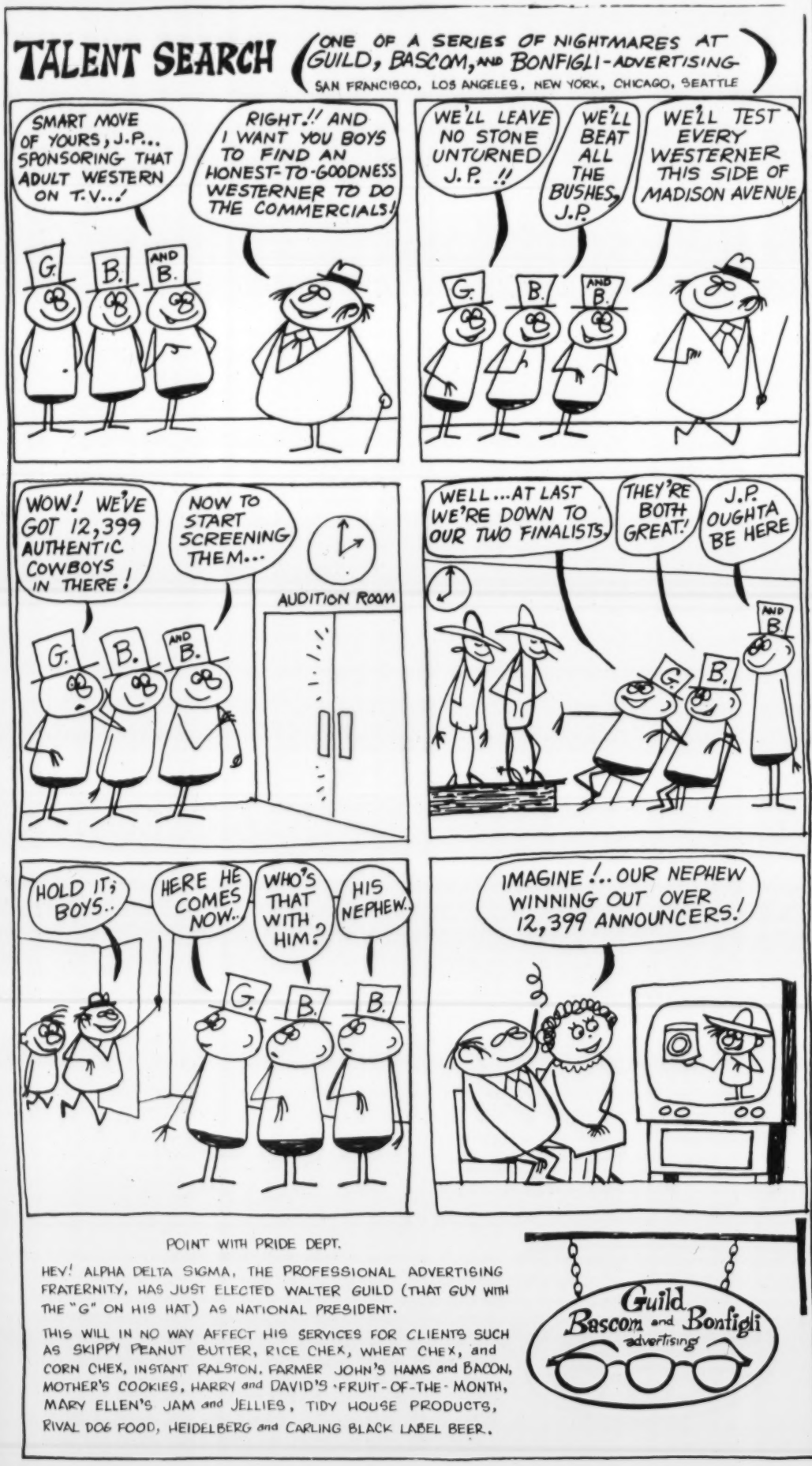
■ To gain more of a feeling for the job situation, Mr. Kanter urged, advertisers should try to learn more about the ad reader's organizational situation, his formal professional training, his executive status, his values and his group associations.

Questioned about how an industrial advertiser can, in one ad, take into account all the different work situations involved for the many readers the ad is aimed at, Mr. Kanter said the best that could be done is to find common denominators and use these in planning such ads. #

TOM MORRIS *has been named media director and office manager of Lennen & Newell, Beverly Hills, Cal. He formerly worked in the agency's Seattle office; before that he was with McCann-Erickson.*

William Roberts Moves

William Roberts Advertising has moved to the fifth floor of the Banker's Union Life Bldg., Denver.


TALENT SEARCH
(ONE OF A SERIES OF NIGHTMARES AT GUILD, BASCOM, AND BONFIGLI-ADVERTISING
SAN FRANCISCO, LOS ANGELES, NEW YORK, CHICAGO, SEATTLE
SMART MOVE OF YOURS, J.P... SPONSORING THAT ADULT WESTERN ON T.V...!
RIGHT!! AND I WANT YOU BOYS TO FIND AN HONEST-TO-GOODNESS WESTERNER TO DO THE COMMERCIALS!
WE'LL LEAVE NO STONE UNTURNED J.P. !!
WE'LL BEAT ALL THE BUSHES, J.P.
WE'LL TEST EVERY WESTERNER THIS SIDE OF MADISON AVENUE
G. B. AND B.
WOW! WE'VE GOT 12,399 AUTHENTIC COWBOYS IN THERE!
NOW TO START SCREENING THEM...
AUDITION ROOM
WELL...AT LAST WE'RE DOWN TO OUR TWO FINALISTS.
THEY'RE BOTH GREAT!
J.P. OUGHTA BE HERE
HOLD IT; BOYS..
HERE HE COMES NOW..
WHO'S THAT WITH HIM?
HIS NEPHEW..
IMAGINE!..OUR NEPHEW WINNING OUT OVER 12,399 ANNOUNCERS!
POINT WITH PRIDE DEPT.
HEY! ALPHA DELTA SIGMA, THE PROFESSIONAL ADVERTISING FRATERNITY, HAS JUST ELECTED WALTER GUILD (THAT GUY WITH THE "G" ON HIS HAT) AS NATIONAL PRESIDENT.
THIS WILL IN NO WAY AFFECT HIS SERVICES FOR CLIENTS SUCH AS SKIPPY PEANUT BUTTER, RICE CHEX, WHEAT CHEX, and CORN CHEX, INSTANT RALSTON, FARMER JOHN'S HAMS and BACON, MOTHER'S COOKIES, HARRY and DAVID'S FRUIT-OF-THE-MONTH, MARY ELLEN'S JAM and JELLIES, TIDY HOUSE PRODUCTS, RIVAL DOG FOOD, HEIDELBERG and CARLING BLACK LABEL BEER.
Guild Bascom and Bonfigli advertising

DEPARTMENT STORE SALES

UP 15%

IN MEMPHIS!

There is no truer current index of general market prosperity than Department Store Sales. And in this all important measure of a market Memphis leads the 9 major Southern markets. *

DEPARTMENT STORE SALES
January through May, 1959-1958

RANK	CITY	% GAIN
1	MEMPHIS	UP 15%
2	DALLAS	UP 11%
3	HOUSTON	UP 10%
4	FORT WORTH	UP 9%
5	LOUISVILLE	UP 7%
6	SAN ANTONIO	UP 6%
7	NEW ORLEANS	UP 5%
8	ATLANTA	UP 5%
9	BIRMINGHAM	UP 4%

*Metro areas in the 500,000 and over population group.

Sources: SRDS, May, 1959; Federal Reserve Board

You Get More When You Buy Memphis

THE COMMERCIAL APPEAL MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Outdoor is out selling when people are out buying!

Outdoor advertising tells your story to shoppers just moments before they buy! And people really respond to your Outdoor message. Proof — just listen to R. E. Krings, Advertising Manager, Anheuser-Busch, Inc.:

"There is nothing subtle about the Budweiser 'Pick a Pair of 6 Paks' promotion. Its copy message is direct and powerful; and we feel that the media selected to carry this message must fit that description, too.

"Outdoor advertising fits it perfectly. During June and July of this year, I suppose almost everyone in the country saw the familiar 'Pick a Pair' girl on posters and bulletins from coast-to-coast. A great percentage of them saw her over and over again.

"Results? Well, the only reason we didn't sell more Budweiser was that the supply could not keep up with the demand. And Outdoor can take credit for a full share of the laurels."

It works for all kinds of advertisers—because everyone gets the message when it runs Outdoor. It's hard to miss 300 square feet of hard-selling color advertising! Here you reach more customers per dollar—and reach them more often—than in any other medium.

Ask your OAI Representative to show you how he can help you sharpen the impact of a marketing program with Outdoor posters, painted bulletins and spectaculars. At his disposal — and at yours — are all the research, planning, creative and merchandising services of Outdoor Advertising Incorporated — the National Sales Representative of the Outdoor Advertising Medium.

Sales offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle*

OAI OUTDOOR ADVERTISING INCORPORATED

Photo Courtesy E. I. DuPont de Nemours & Co., Inc.

The Chemical Engineer wraps 1,000,000,000 packages a year

Transparent bags for tempting foods, "wraps" big enough to cover your car . . . contributions for convenience and better living made possible by the Chemical Engineer and his technology . . .

The Chemical Process Industries are big — spending over $50 billion for equipment and supplies, turning out over $85 billion in products that range from packaging materials to pickling acids to paints. In this broad spectrum, one essential element—the chemical engineer in all his functions. He designs, builds and operates the plants . . . develops the processes and the products, keeps costs in line. He's your most critical buying influence for raw materials, equipment and services.

To reach this man and win his brand regard, only one sure way—the new, every-other-Monday CHEMICAL ENGINEERING — still his 3-to-1 choice in all his functions. Now he gets it more often, reads it more thoroughly . . . Starch "Noted" scores up 11.3%, "Read Most" scores 28.7% higher, inquiries 15.5% above 1957's monthly issues. Editorial readership level up 10%. Circulation at record high. CHEMICAL ENGINEERING, McGraw-Hill Building, New York 36, N. Y.

Published every-other-monday for Chemical Engineers in all functions

PREMIUM OFFER—*De Laval Separator Co., Poughkeepsie, N. Y., is breaking color pages in farm publications offering an Eveready searchlight with the purchase of a De Laval suspender milker. Marsteller, Rickard, Gebhardt & Reed is the agency.*

Campbell, Seven-Up, P&G Brands Move into Italian Market

MILAN, Sept. 15—More American products are moving into the Italian market.

Procter & Gamble introduced Spic 'n Span here earlier this year (AA, April 27). Seven-Up followed in March. And Campbell Soup's new factory at Parma is expected to go into full-scale production soon with V-8 juice and Campbell soups.

Italian agencies are handling the advertising for these products. Item has Spic 'n Span, Radar has Seven-Up and SIRPI is handling Campbell.

Even the distribution outlets here are slowly being "Americanized." Milan now has a total of four supermarkets—all doing a thriving business.

■ Seven-Up got a big push here this summer via panels on delivery trucks, display cards in streetcars, outdoor sites lined with posters and store windows decorated with six-packs. The supermarket shelves were well stocked with the six-packs.

Seven-Up now has achieved distribution in 3,000 selling outlets in Milan, the first Italian city in which it is being bottled. Rome, Naples and Genoa are next on the schedule. The advertising theme is "*Piace fa bene*" ("It pleases you").

The new Seven-Up plant here has 30 employes, 13 trucks and four small cars. Seven-Up S.P.A., the Italian company organized to market the drink, has a 49% Italian and a 51% American interest. One of the major U. S. partners is American Overseas Investment Co., which is owned 51% by Nelson Rockefeller.

Wherever possible, the plant uses equipment and ingredients made in Italy. The Italian water has been treated chemically and Seven-Up tastes the same here as it does in the U. S. Samples are constantly being sent to the U. S. for testing. #

Fuller Joins Robert Eastman

James H. Fuller, formerly sales manager of *Sponsor*, has been named to the sales staff of Robert E. Eastman & Co., New York, radio station representative.

Howard Promotes Coy

Howard Publishing Co., Park Ridge, Ill., has promoted C. Lynn Coy from eastern district manager, a post he has held for four years, to manager, eastern division. He will continue his sales activities from his New York headquarters but now will also act in an administrative capacity for the company in all other publishing activities in the East.

Wiggers Opens Own Agency

Raymond P. Wiggers, formerly director of the industrial division of E. H. Brown Advertising, Chicago, has opened his own industrial agency, Raymond Wiggers, Advertising Marketing, with offices at 221 N. LaSalle St., Chicago. Mr. Wiggers is a past president of the Chicago chapter of the National Industrial Advertisers Assn.

LETTERS with that FOLKSY Touch
Homey, human, down-to-earth letters talk the readers' language, and SELL! One series 31 years old. Write for circular.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

memo:
100% Coverage
Motor hotels are the fastest growing part of the hotel market—
You cover EVERY motor hotel in the U.S. with
THE HOTEL MONTHLY
105 W. Adams St.
Chicago 3, Ill.
a Clissold Businesspaper

Some markets are just naturally loaded

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income ($7,381) and you get a market with

Retail Sales LARGER than any one of 35 entire States.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source: Sales Management Survey of Buying Power, May 10, 1959)

*Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

And you really sell this market in

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

EARLE C. ALBRIGHT *has been promoted to director of advertising and merchandising of G. Heileman Brewing Co., La Crosse, Wis. Mr. Albright, formerly the brewery's merchandising manager, succeeds Robert P. Terry, who resigned to move to the West Coast.*

Mogul Sees Air Media as Small Agencies' Future

NEW YORK, Sept. 17—Advice to the small agency: If you want to expand, get into broadcast media.

Source: Emil Mogul, who emphasized radio and tv in building his agency.

Place: the League of Advertising Agencies.

■ Mr. Mogul, president of Mogul Williams & Saylor, said succinctly, "The big advertising dollar today and in the foreseeable future is in television, and to a lesser extent, spot radio." Agency management that wants to expand had better develop an air media operation now. Otherwise, "they'll not only miss the boat—they'll never reach the pier in the first place," he said.

Agency managements have to realize they cannot grow unless they're "prepared to recognize the realities of the current advertising picture," he said.

"Tv, for all its shortcomings, is a fabulous medium for the advertiser with a product or service that tv can sell best. Today, perhaps, the medium is unaffordable to many of your accounts. But it's tomorrow, almost literally tomorrow, when this obstacle will be cleared."

Also, unless agencies have knowledgeable broadcast media people, "you stand in danger of losing business that you've been nurturing so diligently all these years."

■ Mr. Mogul thinks that tv tape offers great opportunities for advertisers who have not yet used tv.

He also warned that agency management has to be ahead of the client in every aspect of advertising. As the client grows, the agency must grow with him, "or fall by the wayside when a larger agency swoops down with predatory instinctiveness and flies off with an account you've nurtured.

"It's the old law of survival, and nobody has ever succeeded in repealing it for the advertising business," he said. #

Katz Promotes Murphy

Gregory Murphy Jr. has been promoted from radio salesman to manager of the Atlanta office of Katz Agency, national advertising representative, succeeding the late Keith Byerly.

Apgar Joins Ideal

Robert L. Apgar, formerly with Hearst Advertising Service and Quigley Publications, has joined Ideal Publishing Corp.'s eastern sales staff. He will work on Ideal Women's Group.

GM Broadens the Jurisdiction of L. C. Goad, Exec VP

General Motors Corp., Detroit, has expanded the jurisdiction of exec vp Louis C. Goad to embrace all of the general staff activities of the corporation. Mr. Goad has been exec vp in charge of General Motors automotive, body and assembly and parts divisions since 1951. The expansion of Mr. Goad's position places him between the chief executive officer, Frederic G. Donner, chairman of the board of GM, and Anthony G. De Lorenzo, vp of GM in charge of public relations.

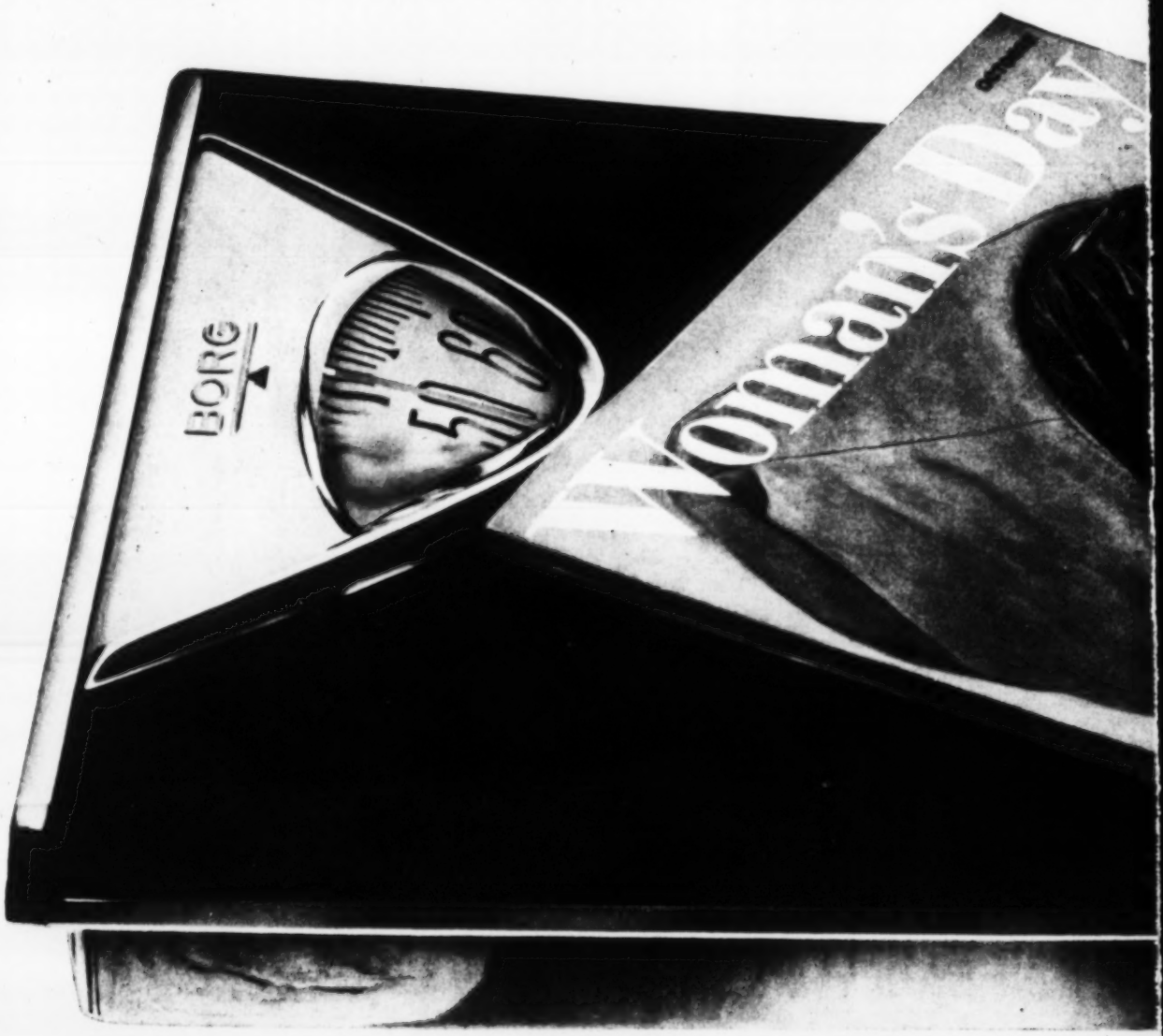
Mr. De Lorenzo retains his responsibilities as chief of GM public relations, but now will report to Mr. Goad instead of directly to the top ranking GM executive, which was the situation prior to the retirement of Harlow H. Curtice. Mr. Curtice was president and executive chief. John F. Gordon is now president of GM, but Mr. Donner is the chief executive.

American Mounting Assists American Library in Paris

American Mounting & Finishing Co., Cleveland advertising display producer, expects to stock the American Library in Paris with several thousand dollars' worth of new books every year as a result of a licensing agreement it has worked out with Scera, a French company. American Mounting has licensed Scera to sell its Display-Pak in Europe and has agreed to use all of its royalties to replenish the library. Display-Pak is an illuminated display changeable with photographic transparencies.

ARF Adds Four Members

The Advertising Research Foundation has added four members. They are Allied Purchasing Corp., New York; the University of Florida's department of marketing; Richard Meltzer Advertising, San Francisco, and Paul Klemtner & Co., Newark agency.



STILL
Woman's Day's advertising

Woman's Day has really been putting on weight! The October '59 issue boasts over 51 advertising pages for a walloping advertising revenue of $1,050,000. The first ten months' advertising revenue now exceeds last year's by over 50%! Something else that's growing—Woman's Day's circulation. Since we made the magazine available to all stores, it's really shot up! Average

International Swimming Pool Pulls Plug on PR Execs as Sales Reportedly Don't Rise

WHITE PLAINS, Sept. 15—International Swimming Pool Corp., a restless client (it has had three agencies in two years), has had a shakeup in its vaunted communications division.

International, distributor of Esther Williams home swimming pools, set up a large-scale communications division last year to handle advertising, public relations, sales promotion and merchandising (AA, Sept. 14).

Management has now decided to prune costs, and the communications division seems to be No. 1 on the purge list. Dave Lawson, public relations director, has left the company. His exit follows shortly after the departure of his assistant, Pete Crowell.

Mr. Crowell, formerly with Ruder & Finn and *Printers' Ink*, has joined John Moynahan & Associates, New York pr company.

■ Others who have left the company this summer include Jack Long and Fred Edwards, copy and art director, respectively, in the communications division. They have formed their own agency in White Plains.

Richard Wall continues as exec vp in charge of the communications division. His chief lieutenants now are Pete Gorman, ad manager, and Mike Berry, sales promotion manager.

According to some reports, swimming pool installations have fallen short of expectations. #

Becker to 'Redbook'

Adrian Becker, formerly with E. J. Ade Co., has joined the shopping center merchandising staff of *Redbook*, New York.

Burgoyne Grocery Index Names DuBois VP, Eastern Manager

H. H. DuBois has been elected vp and eastern manager of the Burgoyne Grocery & Drug Index Inc., Cincinnati. Mr. DuBois has opened an eastern division office at 1405 Locust St., Philadelphia.

H. H. DuBois

Mr. DuBois has operated his own Philadelphia agency, H. H. DuBois Inc., for a number of years. Earlier he was with Hearst Corp. and Curtis Publishing Co.

KTVH Promotes Larsen

M. Dale Larsen has been promoted from assistant manager to general manager of KTVH, Wichita, Kan. Mr. Larsen has served as acting manager since Howard O. Peterson resigned last May.

©1959, WOMAN'S DAY, INC.

GAINING!

pages up 21% for October '59

monthly circulation for the 1st half of '59: 53% greater than the 1st half of '58. And it's still all *single-copy* sales! Advertisers are getting a *healthy circulation bonus*. Are you one of them?

Woman's Day's Circulation	
First Six Months Average 1958:	2,705,796
Last Six Months Average 1958:	3,242,545
First Six Months Average 1959:	4,147,163*

*(Publisher's Statement to ABC)

WOMAN'S DAY, A FAWCETT PUBLICATION

"NATURALLY, I LISTEN TO KFWB"

"When I'm surfing, I enjoy the thrill of coordination, speed and personal accomplishment.

When I'm listening to radio, I want the same zestful feeling, the same personal pleasure that surfing gives me... so, naturally, I listen to KFWB."

The KFWB audience gives you more men, more women, more children . . . **more everybodies** . . . than any other Los Angeles station.

Buy KFWB . . . first and fast in Los Angeles.

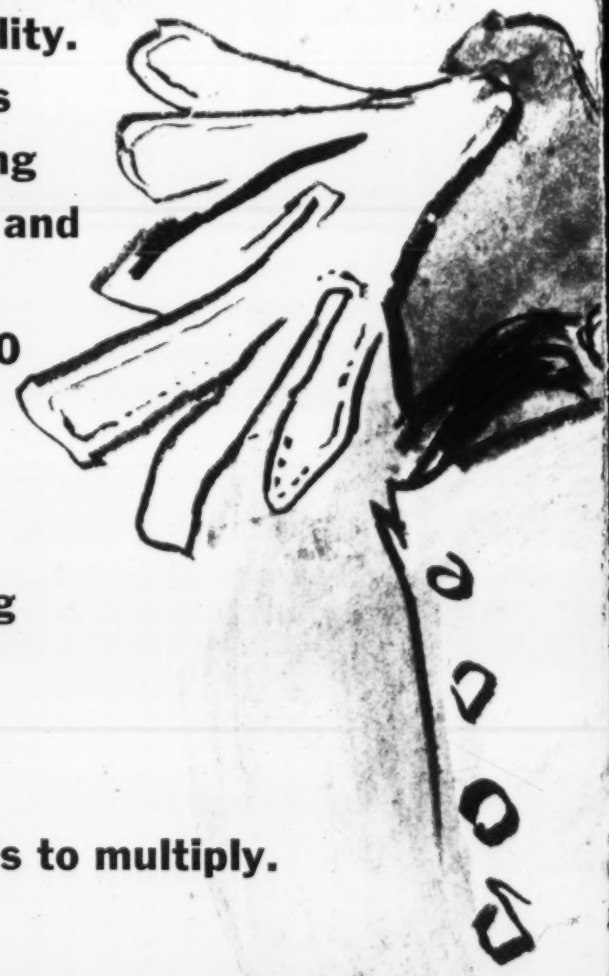
Channel 98 — my mommy listens to KFWB

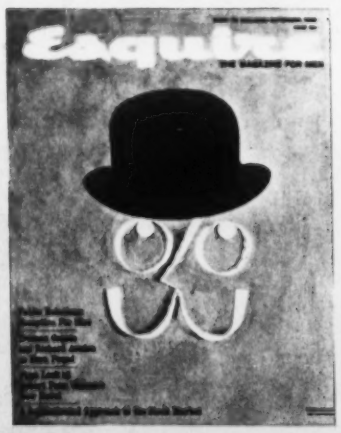
6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

HE'S GOT 35 MILLION MINU

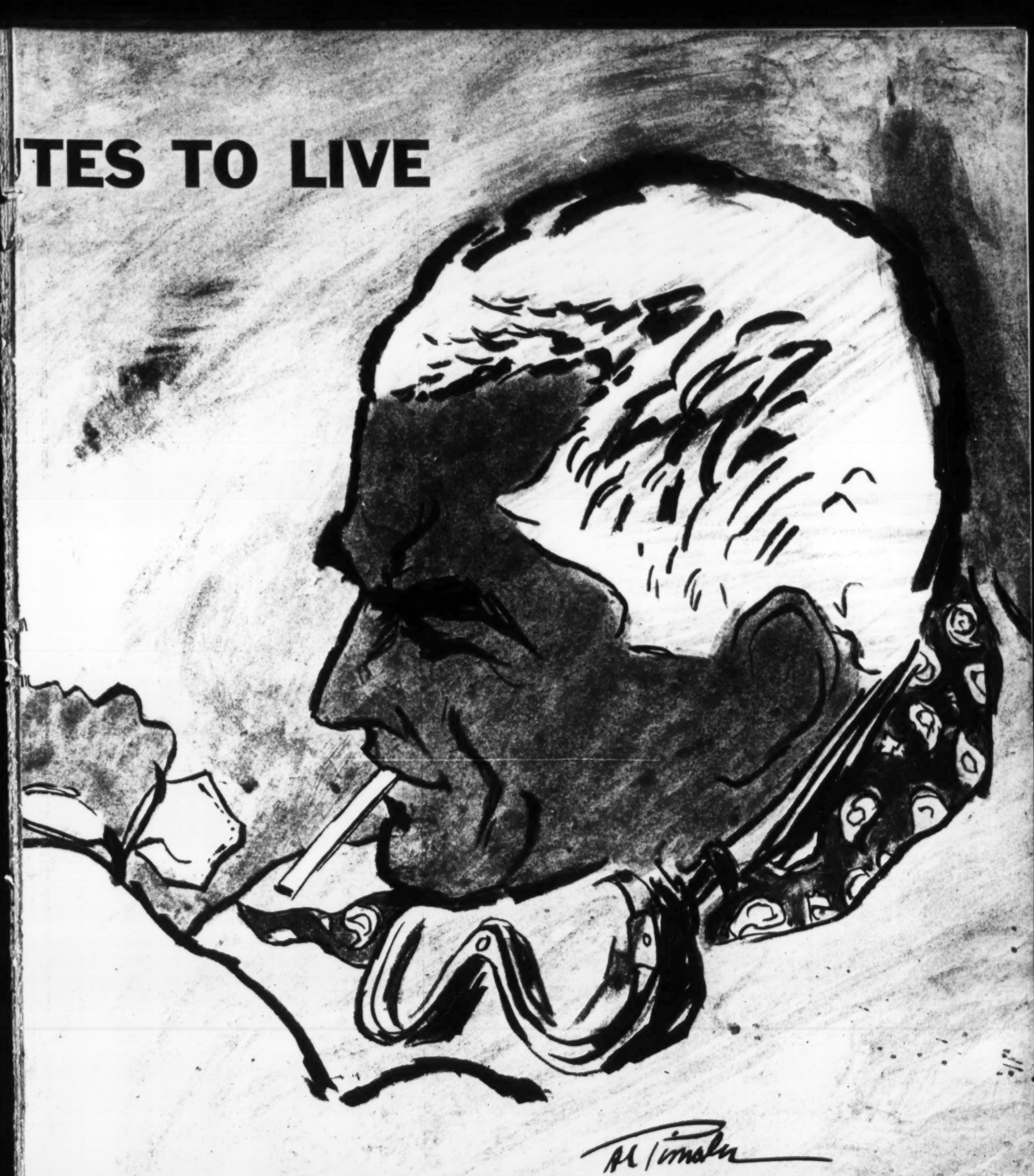
Give a man a mortal coil that's 65 years long, and how much time has he for *living*? Time to enjoy one childhood . . . half a hundred vacations . . . 3000 weekends and 23,725 evenings—a thousand of them under a full moon, one under Halley's Comet. Time, in short, to experience all the wonderful pleasures that a lifetime has to offer. The trick, however, is not to count minutes, but to make the minutes count. And to one kind of man this comes easy: the one with the curiosity and confidence to try out new ideas. *This is the man who reads Esquire*—and it figures. No other magazine gives the off-duty man such an opportunity to find out what's really in him . . . to reveal new interests and talents . . . to use his hours of leisure to discover his own individuality. And individual he is: he's not only changed his own way of living, but a nation's way of doing business. Tell him about a liquor called vodka, and he'll make it more popular than gimlets. Give him a yen for a sports car, and he'll park 600,000 down at the station. Describe a dish called *Escargots Bourguignonnes*, and even the tiniest corner groceries will take to stocking snails. Any wonder that people with something to sell are increasingly conscious that Esquire's the place to begin? The audience is positive as a plus sign. And whatever they buy tends to multiply.





Authority
in a
Man's World

UTES TO LIVE



Al Pinales

September Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (August)

	Pages				Lines			
	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958
†Commonweal	5.5	12.2	133.5	107.8	2,310	5,124	56,070	45,276
Cue	61.5	66.8	519.8	552.2	26,382	28,671	223,001	236,873
Down Beat	59.1	21.8	362.2	301.9	24,808	9,156	152,038	124,816
Grit	19.9	21.0	213.9	209.6	19,934	21,023	213,932	209,600
††Life	252.5	181.9	2,251.9	2,108.8	171,667	123,710	1,531,292	1,433,984
Look	97.0	83.3	846.7	874.6	65,987	56,624	575,763	594,714
††Newsweek	208.7	154.9	1,904.5	1,748.3	87,654	65,058	799,890	734,286
§New Yorker	257.9	215.3	2,777.2	2,431.7	110,618	92,344	1,191,421	1,043,189
#National	251.0	207.4	2,706.7	2,352.1	107,693	88,983	1,161,188	1,009,072
#Sectional	24.4	28.0	247.0	284.1	10,449	12,004	105,950	121,851
Presbyterian Life	8.5	5.0	109.1	84.3	3,560	2,073	45,863	35,398
The Reporter	11.1	6.2	147.4	78.2	4,669	2,600	61,921	32,855
Saturday Evening Post	180.7	161.0	1,736.7	1,842.3	122,908	109,467	1,180,949	1,252,736
Saturday Review	54.8	43.2	677.3	593.4	23,029	18,142	284,438	249,264
Sporting News	17.1	20.0	*194.9	**220.3	18,521	21,745	*211,434	**239,046
‡††Sports Illustrated	110.8	66.1	982.9	833.2	47,517	28,320	425,990	357,410
††Time	192.4	141.4	1,844.7	1,786.1	80,804	59,392	774,763	750,169
TV Guide	26.5	24.1	357.3	304.4	4,819	4,393	65,004	55,424
U. S. News & World Report	192.2	157.6	1,713.0	1,601.6	80,728	66,184	719,464	672,672
Total Group	1,756.2	1,381.8	16,773.0	15,678.7	895,915	714,026	8,513,233	8,067,712

††Two issues August 1959; five issues August 1958. ††Five issues August 1959; four issues August 1958. *Thirty-four issues. **Thirty-five issues. §Total represents national advertising plus sectional at reduced decimal equivalent. #Not included in totals. ‡These figures adjusted for regional space.

	Pages				Lines			
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958
Women's								
†Bride & Home	—	—	231.5	154.7	—	—	146,452	98,048
†Bride's Magazine	—	—	577.9	557.1	—	—	352,561	333,128
Everywoman's Family Circle	37.2	35.5	371.2	324.2	15,959	15,230	159,245	139,082
Good Housekeeping	110.4	104.6	877.4	893.6	47,355	44,853	376,406	383,361
Ladies' Home Journal	95.6	81.3	783.2	731.2	65,036	55,283	532,580	497,233
McCall's	63.7	59.9	549.2	564.4	43,330	40,738	373,476	383,839
††Modern Bride	82.3	139.8	507.8	433.6	52,013	88,353	320,929	274,035
§Parents' Magazine	77.6	77.5	506.2	498.7	33,486	33,392	218,142	214,613
Seventeen	156.2	144.7	1,041.7	994.5	106,201	98,384	708,331	676,241
*Woman's Day	31.8	33.4	319.5	262.7	13,663	14,346	137,070	112,716
The Workbasket	42.4	50.4	336.0	315.9	8,312	9,896	65,871	61,931
Total Group	697.2	727.1	6,081.6	5,700.6	385,355	400,475	3,391,063	3,174,227

†Published quarterly in January, April, July and October. Cumulative figures shown for July issue. §Includes Shopping Scout Section linage. *Sectional linage included prorated to circulation of regional editions. ††Beginning in 1959 Modern Bride changed from a quarterly to a bi-monthly. Figures shown for combined September-October issue.

General								
American Artist	27.1	30.1	208.7	212.4	11,385	12,640	87,672	89,204
American Forests	14.1	13.7	126.4	142.0	5,922	5,754	53,038	59,654
American Legion	14.3	13.1	142.1	113.1	6,002	5,510	59,702	47,522
Argosy	31.6	23.4	208.5	195.2	13,552	10,054	89,436	83,759
Atlantic	35.6	30.9	305.7	261.6	14,958	12,991	128,416	109,897
†Christian Herald	49.0	54.1	305.3	309.6	21,050	23,242	131,023	133,027
Columbia	15.6	13.3	101.5	76.9	6,533	5,565	42,643	32,265
Coronet	37.0	33.5	399.5	338.5	6,660	6,030	71,940	60,930
Cosmopolitan	23.3	13.7	212.6	170.0	10,019	5,861	91,222	72,892
Ebony	72.5	62.2	683.2	591.9	49,338	42,362	464,591	402,549
Elks Magazine	12.9	12.5	97.8	82.9	5,530	5,346	46,720	45,386
§Esquire	73.1	66.4	567.7	544.0	49,123	44,621	381,511	365,501
#National	70.1	64.4	536.2	518.5	47,107	43,277	360,343	348,365
#Sectional	14.8	8.3	114.0	78.4	9,946	5,578	76,642	52,702
Extension	15.4	16.3	126.3	149.4	10,634	11,240	86,954	102,845
Flying	47.5	39.4	433.2	386.9	19,950	16,548	181,944	162,498
Golf Digest	21.0	16.1	213.1	187.6	4,286	3,280	43,468	38,268
Gourmet	27.7	24.5	244.5	243.4	11,863	10,533	104,776	104,456
Grade Teacher	51.8	53.6	242.6	248.1	22,843	23,646	106,994	109,417
Harper's Magazine	33.5	32.2	279.6	247.1	14,060	13,533	117,460	103,798
Hi Fi Review	53.3	49.0	626.2	294.6	22,386	20,580	263,004	123,732
High Fidelity	82.0	79.1	625.3	594.1	34,440	33,222	262,626	249,522
Holiday	61.4	57.6	773.1	752.9	41,733	39,153	525,740	512,000
Hot Rod	40.6	29.4	323.5	233.0	17,066	12,348	135,926	97,888
Improvement Era	32.0	29.5	222.5	218.7	13,424	12,383	93,433	91,846
Instructor	66.8	64.0	244.7	243.5	45,711	43,753	167,401	166,574
Kiwanis Magazine	15.1	9.0	76.0	55.0	6,378	3,756	31,729	23,072
Motor Boating	103.4	96.1	1,297.6	1,222.7	60,809	56,473	762,908	719,090
Motor Life	17.3	12.2	178.3	154.5	7,266	5,110	74,876	64,890
Motor Trend	23.1	16.7	241.4	189.8	9,702	7,042	100,172	79,772
National Geographic Magazine	34.1	28.5	362.9	346.1	8,122	6,783	85,922	81,960
Playboy	37.5	14.7	200.2	105.0	15,736	6,190	83,990	43,603
Popular Boating	42.9	53.3	716.2	542.6	24,990	31,340	421,125	319,048
Popular Photography	53.1	66.7	619.8	677.7	22,302	28,014	260,316	284,634
Promenade	20.8	19.8	155.7	149.6	8,896	8,494	66,758	64,187
Reader's Digest	74.0	47.0	671.0	422.5	13,468	8,554	122,122	76,895
Redbook	27.7	24.3	284.7	279.4	11,880	10,432	122,129	119,879
Sports Cars Illustrated	30.1	24.4	240.8	219.0	12,642	10,248	101,136	91,980
The Rotarian	7.1	5.5	75.4	67.8	2,977	2,322	31,644	28,504
Today's Health	29.6	28.2	239.3	205.0	12,681	12,077	102,758	89,211
Together	11.2	15.0	92.2	85.0	4,840	6,449	39,814	36,655
Town & Country	109.5	95.5	588.6	544.3	69,238	60,483	372,048	344,029
True	33.3	23.5	270.5	244.1	14,304	10,069	116,065	104,710
V.F.W. Magazine	9.4	11.9	99.0	99.9	3,945	5,004	41,565	41,957
Yachting	98.8	112.9	1,155.1	1,077.0	58,094	66,385	679,198	633,276
Total Group	1,704.4	1,551.5	15,278.3	13,524.4	926,738	765,420	7,353,915	6,612,782

†This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication. §Total represents national advertising plus sectional at reduced decimal equivalent. #Not included in totals.

Home								
American Home	47.5	48.2	412.1	431.7	30,039	30,471	260,448	272,891
Antiques	61.1	60.9	527.8	537.9	17,963	17,897	154,612	158,061
Better Homes & Gardens	86.2	87.6	760.3	809.2	54,462	55,340	480,529	511,416
Flower & Garden	28.8	33.3	290.8	236.6	12,089	14,006	122,198	99,898
Flower Grower	40.5	38.2	461.7	444.5	17,017	16,077	193,983	186,687
House Beautiful	110.7	90.8	775.2	778.5	69,963	57,377	489,915	491,962
House & Garden	99.2	64.6	554.2	509.7	62,723	40,844	350,232	322,140
Living for Young Homemakers	89.0	108.6	558.8	507.6	56,265	68,655	353,163	320,823
Popular Gardening	41.7	37.6	429.0	396.2	17,521	15,810	180,159	166,392
Sunset Magazine	110.6	102.3	1,021.2	980.5	46,449	42,998	429,044	412,011
Total Group	715.3	672.1	5,791.1	5,632.4	384,491	359,475	3,014,283	2,942,281
Fashion								
**Charm	126.7	135.7	663.6	670.5	54,359	58,226	284,666	287,650
§Glamour	142.2	133.9	695.9	700.1	60,994	57,444	298,525	300,364
Harper's Bazaar	142.6	175.0	737.6	803.0	90,190	110,647	466,216	507,533
Mademoiselle	72.8	92.3	798.4	811.1	31,222	39,586	342,506	347,956
**Vogue	283.4	287.0	1,142.1	1,199.7	179,106	181,405	721,779	758,238
Total Group	767.7	823.9	4,037.6	4,184.4	415,871	447,308	2,113,692	2,201,741

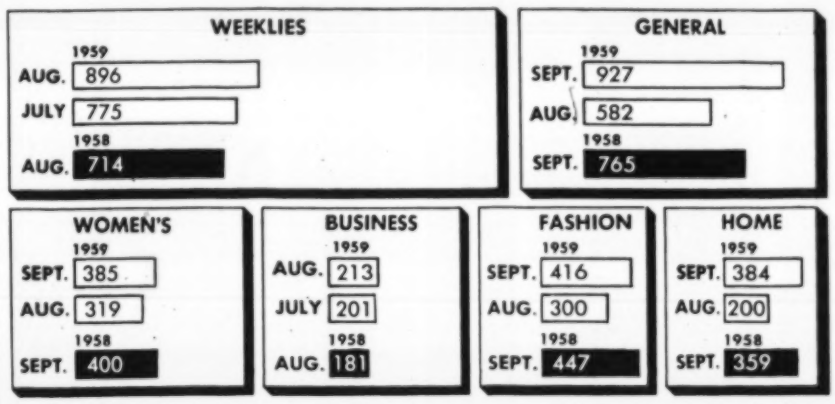
*Sectional linage included for 1959. **Sectional linage included.

Movie-Romance-Radio-TV								
†Dell Modern Group:								
Modern Romances	24.4	25.6	232.4	227.1	10,473	10,961	99,681	97,419
Modern Screen	15.0	15.5	153.0	145.4	6,465	6,641	65,627	62,368
Screen Stories	14.1	13.0	128.3	123.1	6,052	5,570	54,992	52,801
Fawcett Women's Group:								
Motion Picture	16.1	14.9	131.2	125.1	6,905	6,408	56,294	53,687
True Confessions	23.7	23.0	206.5	178.8	10,163	9,875	88,599	76,697
Hillman Romance Group	3.2	24.1	37.7	82.2	1,408	10,354	16,349	35,440
††Hillman Women's Group	21.0	—	159.7	—	9,030	—	68,704	—
Ideal Women's Group:								
Intimate Story	24.5	22.3	199.6	140.1	10,492	9,561	85,666	60,093
Movie Life	27.2	22.3	202.6	163.3	11,670	9,546	86,966	70,081
Movie Star TV Close-Ups	27.2	22.3	202.6	163.2	11,670	9,546	86,954	70,011
Personal Romances	24.9	22.2	201.2	141.5	10,688	9,507	86,406	60,706
TV Star Parade	28.3	21.2	181.8	132.2	12,141	9,089	78,003	56,781
§Screenland	13.8	12.4	113.9	102.7	5,932	5,299	48,912	44,084
Secrets Romance Group:								
Revealing Romances	22.3	21.5	181.4	159.2	9,569	9,233	77,826	68,306
*Confidential Confessions	22.0	21.4	168.5	98.5	9,466	9,177	72,283	42,268
*Daring Romances	22.0	21.4	162.6	81.7	9,466	9,177	69,744	35,041
Secrets	22.3	21.6	181.4	162.1	9,569	9,262	77,812	69,550
True Story Women's Group:								
Photoplay	23.7	21.4	256.7	235.2	10,169	9,196	110,112	100,927
True Experience	16.9	15.0	142.1	119.4	7,247	6,456	60,972	51,243
True Love Stories	16.9	15.8	143.3	120.0	7,240	6,772	61,471	51,499
True Romance	17.0	15.1	144.2	120.2	7,275	6,460	61,882	51,579
True Story	44.8	44.1	464.2	454.9	19,239	18,932	199,123	195,134
TV-Radio Mirror	14.1	10.2	121.9	98.4	6,034	4,383	52,302	42,211
Total Group	485.4	446.3	4,116.8	3,374.3	208,363	191,405	1,766,680	1,447,926

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †No January issue in 1959 or 1958. ††No July or September 1958 issues. §Published bi-monthly; alternates with Silver Screen; cumulative figures shown combined with those of Silver Screen. *Beginning in February 1959 Confidential Confessions and Daring Romances published monthly instead of bi-monthly.

Magazine Linage Trend

Figures in Thousands



§Business (September)

Dun's Review & Modern Industry	103.1	86.8	717.3	666.2	43,306	36,456	301,275	279,806
Fortune	196.0	155.0	1,389.8	1,358.8	123,872	97,960	878,322	858,730
Nation's Business	57.7	49.5	445.0	377.6	24,248	20,809	186,941	161,542
Total Group	356.8	291.3	2,552.1	2,402.6	191,426	155,225	1,366,538	1,300,078

§Because current month linage figures for several publications are not yet available this group is broken into a September and an August section.

	Pages				Lines			
	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958
Business (August)								
†Barron's	69.4	52.6	633.8	527.1	45,545	34,458	415,785	344,820
Business Week	339.8	285.2	2,991.3	2,861.4	142,729	119,792	1,256,342	1,201,792
Financial World	29.9	29.5	390.9	337.8	12,575	12,398	164,215	141,885
Forbes	29.1	33.3	443.5	402.6	12,215	13,976	186,257	169,119
Total Group	468.2	400.6	4,459.5	4,128.9	213,064	180,624	2,022,599	1,857,616

†Five issues August 1959; four issues August 1958.

	Pages				Lines			
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958
Farm Magazines								
Capper's Farmer (mon)	32.9	48.8	351.0	452.1	14,105	20,940	150,591	193,957
Farm & Ranch—Southern Agriculturist: (mon)								
#Southeastern Edition	30.1	35.7	313.6	326.9	12,922	15,315	134,555	140,223
#Southwestern Edition	31.7	33.4	317.5	324.6	13,580	14,332	136,191	139,265
Average 2 Editions	30.7	34.8	315.1	326.0	13,178	14,932	135,192	139,849
Farm Journal: (mon)								
#Central Edition	89.9	75.8	753.8	711.3	38,569	32,499	323,365	305,163
#Eastern Edition	74.9	65.1	681.1	634.0	32,134	27,925	292,191	271,984
#Southern Edition	61.7	58.9	588.1	570.4	26,486	25,278	252,301	244,682
#Western Edition	83.1	65.9	727.0	669.2	35,637	28,283	311,872	287,091
Average 4 Editions	77.4	66.4	629.2	646.2	33,207	28,496	269,932	277,230
Progressive Farmer: (mon)								
#Carolina-Va. Edition	74.3	62.3	667.2	684.9	50,513	42,397	453,716	465,716
#Ga.-Ala.-Fla. Edition	74.5	66.0	664.9	695.0	50,656	44,861	452,108	472,597
#Ky.-Tenn.-W. Va. Edition	71.6	61.6	622.7	639.7	48,656	41,892	423,449	435,017
#Miss.-La.-Ark. Edition	74.1	61.1	640.0	651.4	50,395	41,535	435,178	442,979
#Texas Edition	79.2	63.8	662.8	665.9	53,826	43,381	450,729	452,843
Average 5 Editions	74.7	63.0	651.5	667.4	50,809	42,813	443,037	453,831
Successful Farming (mon)	91.3	70.1	676.2	616.3	41,078	31,563	304,272	277,315
Total Group	307.0	283.1	2,623.0	2,708.0	152,377	138,744	1,303,024	1,342,182

#Not included in totals.

Youth								
American Girl	32.1	36.6	227.5	238.9	13,770	15,696	97,599	102,487
Boys' Life	31.3	31.9	249.6	238.8	21,275	21,719	169,752	162,304
Child Life	1.1	1.3	5.2	15.6	483	538	2,258	6,676
Scholastic Magazines	50.2	43.3	295.3	262.7	21,091	18,190	124,082	110,282
‡Scholastic Roto	—	—	44.1	34.8	—	—	38,615	30,403
Teen Magazine	13.3	2.9	62.6	44.4	5,586	1,204	26,348	18,746
Total Group	128.0	116.0	884.3	835.2	62,205	57,347	458,654	430,898

†Not published June through September.

Mechanics & Science								
Mechanix Illustrated	65.7	58.5	610.3	585.0	14,715	13,106	136,701	131,046
Popular Mechanics	110.8	96.3	995.0	995.4	24,821	21,562	222,873	214,006
Popular Science	121.4	113.9	902.2	900.0	27,185	25,517	202,069	201,601
†Science & Mechanics	87.0	87.7	450.8	432.3	19,490	19,647	100,989	97,006
Total Group	441.4	430.4	3,471.2	3,407.1	98,867	96,408	777,521	763,230

†Published bi-monthly; figures shown for combined September-October issue.

(Continued on Page 62)

Around the world, 7 out of 10 Newsweek family heads are executives in Business, Industry and Government. Ask your agency.

American Edition
European Edition
Pacific Edition

The different newsweekly for communicative people

	Pages				Lines			
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958
Outdoor & Sport								
American Rifleman	64.8	63.9	460.6	484.5	27,794	27,403	197,583	207,844
Field & Stream	70.7	72.2	674.6	638.5	30,351	30,994	289,386	273,920
Fur-Fish-Game	21.6	20.4	197.5	165.0	9,244	8,737	84,715	70,767
Guns	37.6	28.0	207.9	212.6	16,130	12,012	89,189	91,205
Outdoor Life	70.2	66.9	628.9	592.7	30,099	28,702	269,821	254,257
Sports Afield	65.2	56.2	583.6	527.0	27,979	24,092	250,499	226,086
Total Group	330.1	307.6	2,753.1	2,620.3	141,597	131,940	1,181,193	1,124,079
Detective & Fiction								
Cavalier	18.3	14.9	152.7	123.5	7,831	6,411	65,488	53,001
Dell Men's Group	10.4	9.3	105.5	86.3	4,463	3,994	45,302	37,017
†Thrilling Group	8.4	8.5	79.8	92.9	1,871	1,905	17,897	20,815
Total Group	37.1	32.7	338.0	302.7	14,165	12,310	128,687	110,833

†Formerly known as the Thrilling Fiction Group.

	Pages				Lines			
	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	22.6	31.3	319.3	527.4	19,248	26,574	271,402	448,280
Family Weekly	33.6	48.7	391.7	483.3	28,602	41,398	333,009	410,892
Parade	54.1	67.6	553.5	632.3	45,951	57,549	470,489	537,447
This Week Magazine	72.8	80.9	657.7	737.1	61,906	68,791	559,057	626,559
Total Group	183.1	228.5	1,922.2	2,380.1	155,707	194,312	1,633,957	2,023,178
Newspaper Sections (II) (August)								
(All other newspaper sections and comics)								
Chicago Tribune Magazine	144.9	131.5	1,198.8	1,202.5	123,195	111,757	1,018,969	1,022,160
New York Times Magazine	291.5	237.2	1,855.1	1,821.5	247,764	201,642	1,576,823	1,548,313
Philadelphia Inquirer	94.4	116.6	1,020.0	1,108.6	80,270	99,122	867,035	942,445
Total Group	530.8	485.3	4,073.9	4,132.6	451,229	412,521	3,462,827	3,512,918

	Pages				Lines			
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958
Comics Magazines								
American Comics Group	7.0	7.0	63.0	63.0	2,646	2,646	23,814	23,814
†Archie Comic Group	7.0	8.5	35.5	37.3	2,646	3,213	13,399	14,092
††Harvey Comics Group	8.0	9.0	71.0	77.6	3,024	3,402	27,972	29,358
National Comics Group:								
Blue Unit	7.5	8.0	56.0	45.7	2,835	3,024	21,168	17,112
Red Unit	7.0	8.5	57.5	48.7	2,646	3,213	21,735	18,423
Total Group	36.5	41.0	283.0	272.3	11,151	15,498	108,088	102,799

†Published bi-monthly; figures shown for combined September-October issue. ††Some books in group published monthly; others published bi-monthly.

	Pages				Lines			
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958
Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	45.4	71.3	369.0	510.0	40,855	64,130	332,095	459,025
La Presse	87.4	73.9	730.3	542.3	78,698	66,562	657,313	488,097
*Perspectives	43.6	—	43.6	—	42,476	—	42,476	—
Star Weekly	98.5	110.6	794.6	814.4	86,217	96,809	695,244	712,630
Weekend Magazine	113.3	131.4	906.8	895.9	110,502	128,127	884,144	873,553
Total Group	388.2	387.2	2,844.3	2,762.6	358,748	355,628	2,611,272	2,533,305

*Three issues September 1959; commenced publication September 12, 1959.

	Pages				Lines			
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958
Canadian								
Canadian Homes & Gardens	42.2	54.0	325.5	356.5	28,694	36,729	221,310	242,397
Chatelaine	72.4	67.7	529.0	323.5	49,206	46,062	359,753	220,001
Liberty	28.7	24.2	233.9	241.3	12,312	10,382	100,263	106,851
Maclean's	88.6	89.5	667.1	661.0	60,247	60,887	453,604	449,482
Reader's Digest:								
English Edition	95.5	89.3	754.0	734.3	17,381	16,244	137,228	133,634
French Edition	101.0	94.8	805.3	767.5	18,382	17,245	146,556	139,686
Revue Moderne	21.5	20.8	168.4	166.2	14,615	14,165	114,479	113,068
Revue Populaire	21.2	14.2	153.2	130.7	14,870	10,107	107,036	91,818
†Samedi	14.9	11.6	154.1	121.4	10,444	8,138	107,935	85,109
‡Saturday Night	37.8	30.1	305.3	278.1	15,899	9,681	127,405	113,913
††‡Time-Canadian	125.8	104.1	1,083.5	1,056.7	52,780	44,030	455,035	443,765
Total Group	486.0	466.1	3,790.5	3,502.4	226,151	219,959	1,748,164	1,582,046

†Two issues September 1959; four issues September 1958. ††Five issues August 1969; four issues August 1958. ‡Not included in totals; as figures for the September issues were unavailable as this issue went to press August figures are shown.

	Pages				Lines			
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958
§Foreign (September)								
Hablemos	16.9	15.7	141.6	114.5	14,154	13,188	118,944	96,124
Popular Mechanics:								
Popular Mekanik (Danish)	21.0	13.0	170.0	73.5	4,704	2,912	38,080	16,464
Mecanique Populaire (French)	29.5	21.8	242.2	239.8	6,608	4,883	54,252	53,715
Populare Mechanik (German)	6.8	5.5	44.6	41.4	1,523	1,232	9,996	9,274
Mecanica Popular (Spanish)	23.1	21.1	215.8	244.2	5,184	4,732	48,346	54,712
Popular Mekanik (Swedish)	9.0	6.5	76.5	72.5	2,016	1,456	17,136	16,240
Reader's Digest:								
Arabic	29.0	40.0	283.5	304.0	4,756	6,560	46,494	49,856
Argentine	62.0	73.0	443.0	475.0	11,284	13,286	80,626	86,450
Australian	78.8	73.5	603.8	548.8	14,333	13,377	109,883	99,872
Austrian	64.0	94.0	522.0	522.0	11,648	17,108	95,004	95,004
Belgian	45.0	32.5	355.5	304.0	7,875	5,688	62,213	51,450
British	83.0	88.0	618.5	604.5	15,438	16,368	115,041	112,437
Caribbean	68.5	71.5	504.5	554.5	12,467	13,013	91,819	100,919
Danish	40.5	51.0	340.5	406.3	6,885	8,670	57,885	69,062
Dutch	55.0	40.0	381.0	294.0	10,010	7,280	69,342	53,508
Finnish	21.0	21.0	187.0	165.0	3,906	3,906	34,782	30,690
French	81.5	99.5	849.5	867.0	14,263	17,413	148,663	151,726
French-Swiss	29.5	32.0	203.0	224.0	5,163	5,600	35,525	39,200
German	109.0	185.0	895.0	909.0	19,838	33,670	162,890	165,438
German-Swiss	35.3	43.0	240.3	248.0	6,416	7,826	43,726	45,136
Iberian	61.5	54.0	638.0	609.0	11,193	9,828	116,116	110,838
Indian	61.0	43.0	479.0	454.0	11,102	7,826	87,178	82,628
Italian	67.5	82.0	590.5	709.5	11,610	14,014	101,566	122,034
Japanese	28.0	38.0	315.0	333.0	4,704	6,384	52,920	55,944
Mexican	52.0	68.0	412.5	470.0	9,464	12,376	75,075	85,540
New Zealand	27.0	27.5	205.5	278.0	4,914	5,005	37,401	50,596
Norwegian	47.5	44.0	362.5	332.8	8,075	7,480	61,625	56,568
Overseas Military	41.0	44.0	335.0	383.0	7,462	8,008	60,970	69,706
Portuguese	98.5	97.5	757.0	709.5	17,238	17,063	132,475	124,163
South African	59.0	93.0	608.0	714.0	10,561	16,647	108,832	127,806
Southern Hemisphere	22.0	30.0	168.0	254.5	4,004	5,460	30,576	46,319
Swedish	49.5	39.5	388.0	347.0	9,207	7,347	72,168	64,542
Total Group	1,522.9	1,710.1	12,576.8	12,806.3	288,005	315,606	2,377,549	2,366,961

§Because current month linage figures for several publications are not yet available this group is broken into a September section and an August section.

	Pages				Lines			
	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958
Foreign (August)								
Life International:								
*International Edition	83.3	72.1	572.1	549.7	56,695	49,045	389,045	373,915
†Mexican Edition	14.2	—	60.6	—	9,690	—	41,310	—
Spanish Edition	40.0	49.1	411.2	442.7	27,200	33,405	279,650	301,155
Newsweek:								
**Pacific Edition	78.9	63.5	630.6	486.0	33,138	26,670	264,852	204,120
**European Edition	69.3	57.4	600.0	514.9	29,106	24,108	251,986	216,258
Time-International:								
**Time-Atlantic	118.1	86.0	902.8	815.8	49,945	36,120	379,120	342,580
**Time-Latin American	109.1	95.1	797.0	797.1	45,815	40,250	334,740	335,125
**Time-Pacific	92.4	73.3	727.4	617.4	38,780	30,765	305,480	258,280
Vision:								
‡Mexican Edition	15.5	24.3	148.2	120.0	6,510	10,220	62,230	50,400
††Visao (Portuguese)	137.3	186.2	1,149.5	1,120.3	57,680	78,190	482,790	470,540
Spanish Edition	73.5	92.6	620.2	570.2	30,870	38,885	260,505	239,505
Total Group	831.6	799.6	6,619.6	6,016.1	385,429	367,658	3,051,708	2,792,878

†First published May 18, 1959. *Three issues August 1959; two issues August 1958. **Five issues August 1959; four issues August 1958. ††Four issues August 1959; five issues August 1958. ‡Two issues August 1959; three issues August 1958.

CBS Spot TV Names Four; Spot Radio Appoints Two

John Logan, formerly with the Detroit office of CBS Radio Spot Sales, has been named Detroit sales manager of CBS-TV Spot Sales, replacing Howard Marsh, who was transferred to the New York office. George R. Swearinger, previously with the New York office of CBS Radio Spot Sales, has joined the Atlanta office of CBS-TV Spot Sales. CBS-TV Spot Sales also has promoted Ted O'Connell from an account executive in New York to midwestern sales manager in the Chicago office, replacing John H. White, who has joined H-R Television as eastern sales manager.

CBS Radio Spot Sales has appointed David J. Herzbrun, formerly a copy chief at Sudler & Hennessey, director of station promotion in New York, replacing Robert Rafelson, who has joined Talent Associates. Carleton Sieck, formerly with KNX, Los Angeles, has joined CBS Radio Spot Sales in New York, replacing Ralph Goshen, who has been named general sales manager of WCBS, New York.

Oscar Lazrus Identified as Brother, S. Ralph Lazrus

In an obituary of S. Ralph Lazrus, president of Benrus Watch Co., who died Sept. 4 (AA, Sept. 14), Advertising Age mistakenly ran a picture of Oscar Lazrus, Ralph's brother, who is board chairman of Benrus. Shown above are the late S. Ralph Lazrus and his brother, Oscar Lazrus, correctly identified.

Oscar Lazrus S. Ralph Lazrus

Good Music Adds Three

Good Music Broadcasters, New York, has been named national representative for WAFM, Miami; WYNG, Providence, R. I., both new stations, and KHFI, Austin, Tex., which had no previous representative.

Cascade Names Riedl & Freede

Cascade Pools, Trenton, N. J., maker and distributor of prefabricated swimming pools, has appointed Riedl & Freede, Clifton, to handle advertising.

WAGA-TV Appoints Lee

Terry H. Lee, previously managing director of WITI-TV, Milwaukee, has been appointed managing director of WAGA-TV, Atlanta, succeeding J. Robert Kerns, who resigned as vp and managing director. Joseph W. Evans has been promoted from commercial manager to managing director of WITI-TV replacing Mr. Lee. Mr. Kerns will announce his future plans after an extended vacation.

IF YOUR CLIENTS SELL TO THE

OIL INDUSTRY

YOU OWE IT TO THEM TO CONSIDER THESE FACTS BEFORE FINALIZING YOUR 1960 SCHEDULE

Regular issues for consistent coverage of the top men of petroleum

Red Letter Day issues for bull's-eye coverage of selected groups

Overlooking something in your 1960 advertising plans?

Passing up a medium so "hot" it is used by more than 500 advertisers every year?

You are if you don't include the Red Letter Day issues of The OIL DAILY in your schedule.

Red Letter Day issues are room-delivered, before breakfast, at all important industry meetings. They give you:

- Pin-pointed coverage of the groups your clients are most anxious to meet.
- Sure, eager, interested readership.
- Life, impact, visibility and a big BONUS of value (delivered to The OIL DAILY paid subscribers as well as to meeting attendants; yet regular rates apply).

Ask your own clients about the place of the Red Letter Day issues at industry meetings. They'll tell you they have become a tradition—looked for, appreciated, read and discussed wherever oil men gather. Send today for the 1960 OIL DAILY Calendar of Red Letter Days. Be sure to provide for them in your 1960 budget.

THE OIL DAILY
THE NATIONAL NEWSPAPER OF PETROLEUM

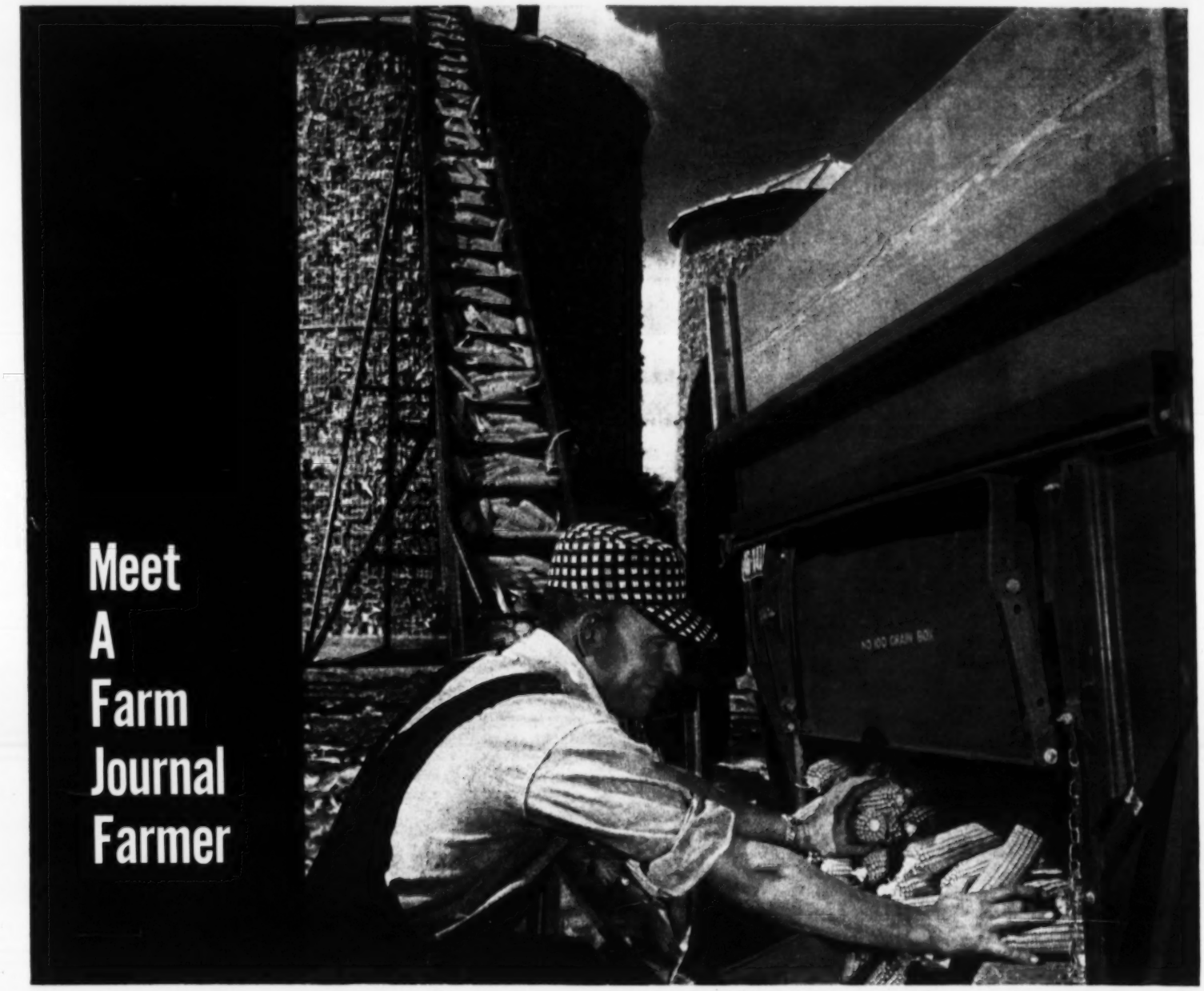
59 E. Van Buren St., Chicago 5 • 70 E. 45th St., New York 17 • 329 National Press Bldg., Washington 4 • 2102 Jackson St., Dallas 1 • 318 Oil & Gas Bldg., Houston 2 • 125 W. Third St., Tulsa 3 • 416 W. Eighth Street, Los Angeles 15

the association of art studios in Chicago, inc.

- ART PLUS, INC.
- BERLET-ANDERSON-MARLIN, INC.
- CARNAHAN-HANSON CO.
- COMMERCIAL ILLUSTRATORS, INC.
- COVENTRY, MILLER & OLZAK, INC.
- GRANT-JACOBY STUDIOS, INC.
- KLING-BIELEFELD STUDIOS, INC.
- KOOPMAN-NEUMER
- HOOVER & KERN STUDIOS, INC.
- NUGENT-WILLIAMS STUDIOS, INC.
- PACE STUDIOS
- PROMOTIONAL ARTS, INC.
- BERT RAY STUDIOS
- VOGUE-WRIGHT STUDIOS
- WHITAKER-GUERNSEY STUDIO, INC.

aasc 1000 advertising artists SERVICE · DEPENDABILITY · INTEGRITY

the Association of Art Studios in Chicago, inc.
20 North Wacker Drive, Chicago 6, Illinois
R. A. Good, Executive Secretary



Elsmer Kuskie of Merrick County, Nebraska, as featured in Farm Journal

The name's Elsmer Kuskie . . . he raises irrigated corn. He's alert, management-minded, a great believer in "the more you know . . . the more you grow."

Elsmer Kuskie is a FARM JOURNAL farmer. Impatient with the time-consuming methods of the past. Interested in everything that's new, resultful and fast.

To reach the Elsmer Kuskies *everywhere*, advertisers invest more dollars in FARM JOURNAL than in any other farm magazine. They know that nothing influences farm families like a farm magazine–and no farm magazine means so much to so many as FARM JOURNAL, *the biggest in the country.*

INTERESTED IN THE TOP FARMERS?

CORN PICKERS
73% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

BALERS
71% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

GRAIN COMBINES
70% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

MILKING MACHINES
74% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

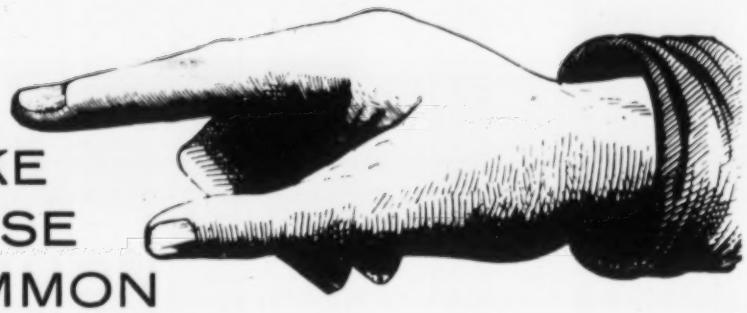
Most of the best farm families depend on

FARM JOURNAL
Philadelphia 5, Pa.

the same is true among advertisers

Graham Patterson, *Publisher*
Richard J. Babcock, *President*

DO YOU MAKE THESE COMMON MISTAKES



in getting hotel reservations? — Take minutes when just 4 seconds will do? Neglect to use Sheraton's Reservatron, the world's fastest reservation service? In short, do you phone any hotel other than the 54 clearly marked "Sheraton"? We offer a **fat free booklet** to the first 8,742 people who write, helping us test this ad. It's a stout 96 pages and gives the lowdown on Sheraton facilities in 39 cities. Address: Sheraton Corp., Ad Age Ad #4, 470 Atlantic Ave., Boston, Massachusetts.

Canada Officials Study Proposed Liquor Ad Code

MONTREAL, Sept. 15—A national code of ethics for liquor advertising in Canada will likely be submitted to provincial governments later this year.

The code was discussed during a four-day meeting, at Murray Bay, Que., of the Canadian Assn. of Provincial Liquor Commissioners.

"Good progress was made on a recommendation to be presented to the governments on a national code of ethics for advertising by the alcoholic beverage trade," said Col. Charles E. Woodrow, secretary of the association. He is also legal adviser to the Ontario Liquor Control Board.

The association is made up of commissioners of liquor boards from all 10 provinces and from the two northern Canadian territories. Some of the sessions were attended by representatives of the Canadian Assn. of Distillers, the Canadian Wine Institute, the Importers' Assn., the Scotch Whisky Assn. and the Australian Wine Board.

Col. Woodrow said the proposed code of ethics is to be put into final shape and then sent to the provincial liquor commissioners for submission to their governments.

"We hope to have the code finalized by the first of April next year," he said. #

What's an Ad? Bus Poster Ban Brings Chalk Squawk

WASHINGTON, Sept. 15—If a bus card mentions the name of a store, is it an ad? The District of Columbia's corporation council says "yes"; but transit operator O. Roy Chalk says "no."

Mr. Chalk's transit operation is in trouble because streetcars and buses carry placards which say "Ride D. C. Transit to . . .", naming stores where transit tokens are sold.

The city contends this violates a law against display ads on the exterior of vehicles. Mr. Chalk says he is within his rights in using signs to promote transit. He added, "I'm nauseated." #

Donnelley Shifts Two

Richard M. Copeland, midwestern advertising manager of *National Cleaner & Dyer, Starchroom Laundry Journal* and *National Rug Cleaner*, has been appointed manager of the midwestern office of Reuben H. Donnelley Corp.'s business papers division. He has served as administrator of the division's Chicago office since last December. In addition, Kenneth R. Harris, formerly a midwestern advertising representative of the three publications named above, has been transferred to New York as eastern advertising representative.

Barrington to TelePrompTer

John R. Barrington, formerly a partner in the public relations company, Irwin N. Rosee & Co., has been named to the new position of director of public relations of TelePrompter Corp., New York. Alfred N. Greenberg will continue as director of advertising and public relations.

THE DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION IS... 4 WCCO

Unlike the oyster . . . good only in months containing an "R," they say . . . and great when it contains a pearl, WCCO Television is great month after month, year after year . . . and the pearl is always there.

This Twin City oyster is credited with an average of 25% more sets in use, sign on to sign off, every day of the week, than its nearest competitor.

The difference between good and great in the highly competitive, four channel Minneapolis-St. Paul market is Channel 4's consistent deliverance of the great bulk of audience.

JULY '59 Nielsen Total Audience

Represented by Peters, Griffin and Woodward

the nation's 47th largest market! Indiana's 2nd largest market!

reach it . . . SELL it . . . ONLY through
THE GARY POST-TRIBUNE
THE HAMMOND TIMES
REPRESENTED BY: BURKE, KUIPERS & MAHONEY, INC.

Total unduplicated metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Our case rests on statistics . . . that newspapers are a nighttime habit with Detroiters. And the DETROIT TIMES in combination with Detroit's other evening newspaper gives you 70.5% unduplicated metropolitan coverage—a figure unbeatable in any other combination. If you want to talk to this rich market, better talk through the TIMES.

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

29 million times each issue, someone turns to your ad page in the Post. That's HI-FREQUENCY Ad Page Exposure (APX)!

Adman's best friend...

A CURTIS MAGAZINE

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
-they tell the others!

The Hi-Frequency medium!

Research, Advertising Help Phone Company Ring Bell with Consumers

(Continued from Page 3)

company has a tough time surviving, not to mention improving its profit picture, he pointed out.

Higher rates are one possible solution to this dilemma, said Mr. Tuthill, and so is curbing expenditures on services. But both these roads seemed to lead only to *status quo*, he said, while Bell was concerned ultimately with improvement—particularly on the profit sheet.

■ "Improving the service and selling it effectively," Mr. Tuthill emphasized, "is the only course open to us, not only to survive but to grow and compete."

It's the improvement part of this proposition that has brought forth the fancy phones, which are actually only one phase—obvious to consumers—among the many technical improvements Bell is building into its products, he said.

Improving telephone service and selling it effectively are pretty much the same parcel, as Mr. Tuthill explains it.

Explaining the company's slant on expanding, Mr. Tuthill focuses steady eyes on his mental picture and talks with all the deliberation and conviction of an engineer—which, in fact, he is. He was Illinois Bell's chief engineer before he moved into the chief merchandising spot.

Sales success follows from improved performance, and the latter is something the service user is in the best position to judge, he explained. But with telephones, he pointed out, you can't just ask people what improvements they'd like, then produce what they ask for.

■ Most people like phone service, he said, and accept it as it is and can't give much direct help on improvements. Mostly, Mr. Tuthill said, it's the company's research that indicates what will constitute improvements.

For example, Mr. Tuthill pointed out, consumers want convenience, individuality, color, personality, "something new" and a number of other abstract qualities.

For regular phone service this "something new" has meant roadside phones, phones for pedestrians, direct dialing of long distance numbers and similar conveniences. These provide improved service—but don't do anything directly for the over-all profit picture, he said.

■ The profit picture commences to brighten up with Bell's optional services—color phones or, to take a research case in point, Bell's new Princess telephones. The Princess grew out of consumer desires for "something smaller," more compact, easier to handle. These are the objectives Bell's laboratory was given by way of specifications for a new phone instrument.

What the lab in turn produced that was technically good. Is this what the consumer had in mind? It took a long series of tests to find out. These, conducted in Norristown, Pa., and Peoria, Ill., started in 1957.

"We've got to be terribly careful about our research," said Mr. Tuthill. "One small mistake, one little misinterpretation of what the users want and will buy is ultimately compounded millions of times, and the result could be ruinous."

■ Research on the Princess, for example, turned up the interesting fact that the night light on the dial didn't mean what Bell had suspected—that its use would be confined to the bedroom. Sales efforts based on that assumption would have missed a great sales potential in nightlight phones throughout the house, where, it turns out, people want them almost as much as in the bedroom.

Another boner that research prevented Bell from making in connection with the Princess was in colors—the exact shades that people would buy. At the outset Bell dutifully took the question to some color consultants, who came up with suggestions including, among others, dark blue and a mahogany brown.

"That mahogany was a complete washout," said Mr. Tuthill, and the other colors selected were not much better. "We couldn't rely on that kind of 'experting'," he said. "We had to take this color business to the users directly and find out what they wanted. It isn't just a question of what colors they like in the abstract. It's what colors they want on phones, and more importantly, what colors they would actually buy."

FUTURE FILE—*Simple as the use of pushbuttons may seem, they work on a principle so different from dials that Bell would have to convert all existing dial signal receivers to accommodate them. But they get calls through much faster.*

■ Then there was the name problem. Before Princess was finally selected, at least half a dozen runners-up had to be discarded: Petite, because it didn't seem to be in the general vocabulary; Fashion Phone, because it might become outmoded; Companion, because it wasn't specific, and Slim phone, because Bell has other plans for that name (no comment just now).

So the Princess, which is going on the market this month in parts of Illinois, Georgia, Colorado and Pennsylvania, already has been through several researching mills and some modifications. The gradual nature of the marketing—in selected areas only at first—will give the various segments of Bell a chance to test promotion schemes.

Illinois Bell, for example, which will offer the optional Princess in a group of downstate towns and in the string of communities north of Chicago, will use different "marketing mix" arrangements in each area—heavy tv and newspaper, light outdoor and direct mail in some areas and the reverse, or variations, to see which formula sells best.

■ Actual sales in these areas also will guide Bell's production wing in figuring out exactly how many Princess units it should make.

This market testing will run through December in each of the states involved. By then—roughly three years after the Princess came out of Bell's laboratories—the big selling effort will be under way.

Selling for Illinois Bell is mainly personal selling by its thousands of service representatives, who regularly contact users about service, charges and changes of service.

"Our selling effort is based on the premise that people like to be told about new services and optional features," said Mr. Tuthill. "In these new features like color phones, the Princess and other optionals, we have news features

Local editing creates an editorial frame of believability in State and Local Farm Papers which carries over to add sales punch to your advertising.

that are the keystones of our sales messages. We've tried it; we've checked people's reactions to this kind of message, and we're convinced they like it," he added.

■ Evidence of this is Illinois Bell's sales of the color units at a rate of 300,000 a year. Bell has some 3,700,000 regular phones installed in its market, which includes all of Illinois and northwest Indiana. The whole Bell system has some 55,000,000 phones installed throughout the country. Independent phone companies have about 15,000,000 throughout the country, including about 450,000 in Illinois Bell's market.

The price tag Illinois Bell is putting on the Princess, in addition to the regular cost of phone service, will be $5 installation plus 65¢ a month recurring charge. This compares with the $7.50 Bell charges on color phones, for which there is no monthly charge.

■ About half of Illinois Bell's $1,500,000 ad budget merchandises these optional services. Of this, about $374,000 goes into newspapers and $232,000 goes to broadcast (much of this to sponsor coverage of high school basketball games). The remaining $144,000 goes into direct mail, exhibits and "Telebriefs," the company's 2,000,000 circulation house organ for service users.

The other half of the budget goes for educational ads, employment advertising and service aids ads.

N. W. Ayer & Son, Chicago, is Illinois Bell's agency.

While the Princess represents the kind of optional feature Bell is merchandising to home users, another range of optionals is being developed for business users.

While esthetics is the key word in the home optionals, efficiency and profit value are the keys in business optionals, according to Mr. Tuthill.

As an example, he cited the new Capri, a "no hands" unit with six buttons for setting up conference calls, holding calls and providing several trunks and direct lines.

PRINCESS—*Bell Telephone has high hopes this heavily researched Princess unit, an optional feature for subscribers, will soon produce the profits for which it says it was specifically designed.*

In Illinois Bell's market, the Capri is presently being tested in 60 business locations in Chicago's Loop and also in 65 residence locations in the city.

■ Meanwhile, the company is at work on still other innovations in service. Here are some of them:

• Pushbuttons in place of the dialing setup, using multi-frequency electronic pulses to get calls through faster. This has been tested in Elgin and Waukegan, Ill., very successfully, according to Mr. Tuthill. But this idea is a long way off because it would involve major changes in Bell's equipment.

• Dials or pushbuttons in the hand parts of phones.

• The repertory dialer, an apparatus that "remembers" up to 50 frequently called numbers, so that the user need only touch a bar on which the name of the person being called is written to transmit the whole number.

• The pocket signal receiver, a slim envelope-size pocket radio which, when the wearer is wanted on the phone, emits a tone that lets the wearer know he should go to the nearest phone and call in.

• Farm and home communications systems, basically elaborations on the "no hands" idea that enables quick communication to the front door, the barnyard or barn via combination speaker-sound pickup units.

• The order turret, a small pushbutton unit for businesses. It can be operated with only the operator's headset and the buttons to take calls. #

K&E Names Two in L.A.

Alvin Sarasohn has been named creative director of the Los Angeles office of Kenyon & Eckhardt. With the agency 10 years, he was elected a vp in 1956 and associate copy director of the New York office in January. John DuBois, formerly assistant advertising manager of Southern California Gas Co., has joined K&E in Los Angeles as an account executive.

Cohen to 'Western Medicine'

Frank M. Cohen, advertising manager of the "Bulletin of the Los Angeles County Medical Assn." for the past four years, has been named advertising director of *Western Medicine*, Los Angeles, a new medical publication for doctors in California, Oregon, and Washington.

Frame your ads in believability with STATE and LOCAL FARM PAPERS

Spark powerful sales action with reader confidence, acceptance

When you put your ads in a frame of believability, you can reap fast sales action in return. Because your ad must be believed before a prospect will act, State and Local Farm Papers are your best media bet.

Local editing has created this editorial frame of believability for you. Four hundred editors make 100,000 calls and travel two million miles a year to produce pictures and articles from the local point of view. Without doubt, this attention to local detail can be made to pay off for you. Readership on ads, for instance, has hit 89%. Editorial matter readership often goes even higher.

Surveys supply further proof. Time after time, they reveal that State and Local Farm Papers rank first in farmer loyalty, confidence, readership, acceptance, and trust. This is a measure of believability.

Give your ads every opportunity to spark fast, powerful sales action. Put them in a frame of believability . . . in State and Local Farm Papers.

Find out more about the rich Farm Market . . . Explore the great sales potential it offers. Write for Booklet — "Farmland USA, America's Biggest Class Market." State and Local Farm Papers, Rm. 1600, 28 E. Jackson Blvd., Chicago, Illinois.

FIRST WITH FARM FAMILIES — BLANKETS FARMLAND U.S.A.

STATE and LOCAL FARM PAPERS

American Agriculturist
Arizona Farmer-Ranchman
Arkansas Farmer
California Farmer
Colorado Rancher & Farmer
The Dakota Farmer
The Farmer
The Farmer Stockman
Florida Grower & Rancher
Georgia Farmer
Idaho Farmer
Indiana Farmer
Kansas Farmer
Kentucky Farmer
Michigan Farmer
Mississippi Farmer
Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Southern Planter
Tennessee Farmer
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

ANSWER AMERICA

ANSWERS YOUR TELEPHONE 24 HOURS EVERY DAY

Do Your Accounts Have a Communication Problem?

Set up phone service anywhere in North America. Your clients will increase their business with Answer America service. Your accounts can maintain mailing addresses and telephones in most cities in North America for an extremely low cost. Special telephone surveys and ad response can also be handled by Answer America affiliates. For complete information, write Answer America.

ANSWER AMERICA, INC.
55 East Washington Street,
Chicago 2, Ill. RA 6-2339

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Individual Thinking Better Than Brainstorming, He Feels

To the Editor: Ideas are the backbone of advertising. Creating ideas is the one major service our clients need most from us.

Of the two methods for creating ideas ... brainstorming and individual thinking ... the latter often produces more dynamic and more saleable ideas. The writer has known instances where brainstorm sessions were a waste of valuable time. Often not a single idea resulting from the session was ever used. The brainstorm session may have stimulated all present, but the idea the client bought was the brainchild of one individual who had not been fortunate enough to attend the brainstorm meeting. This is not a criticism of brainstorming. Perhaps for some there have been instances where the method accomplished the objective, but a committee is merely a substitute for a truly creative-minded individual.

Prominently displayed on the wall facing our art department we have a reminder sign "THINK CREATIVELY." We encourage our people to think and keep their minds receptive to ideas. Not only during working hours, but around the clock. Ideas do not respect time clocks. They keep knocking at the door of our subconscious 24 hours a day and we must let them enter. The mind is like a pool of water ... it must be constantly replenished with fresh water or it becomes stagnant. Our minds need an inlet of fresh ideas or we reach a state of mental stagnation.

We encourage our people to read and study trade and consumer publications reaching our clients' market. We suggest they saturate their minds with all available facts and to study other advertisers' solutions to our clients' sales problems. We recommend they practice concentration and at all times be curious and observing. To continuously strive to increase the range of their imagination.

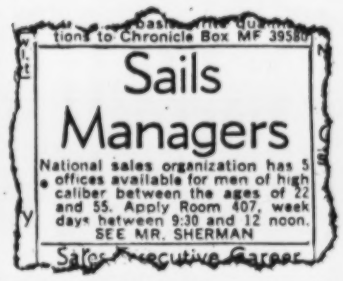
The writer belives that, rather than rely on brainstorming, it is better to train the individual mind to think creatively.

D. E. Andorfer,
Art Director, Record Advertising Agency, Fairbury, Ill.

Anyone for 'Sails' Managing?

To the Editor: ... If you know any good "Sails Managers" send in their names to the classified ad which appeared in the *San Francisco Chronicle* Aug. 17. I am enclosing the ad so you will have this box number.

John Burgoyne Jr.,
President, Burgoyne Grocery & Drug Index, Cincinnati.


tions to Chronicle Box MF 39580
Sails
Managers
National sales organization has 5 offices available for men of high caliber between the ages of 22 and 55. Apply Room 407, week days between 9:30 and 12 noon.
SEE MR. SHERMAN
Sales Executive Career

Requests for Reprints of Charles Mortimer's Report on Advertising Pour Into AA's Offices

To the Editor: I believe that the article entitled "Underspending on Ads" that appeared in your July 27 issue is one of the most interesting and valuable articles printed in recent months.

Advertising and its importance to the over-all marketing scheme gains in stature when reported so comprehensively by a person of Charles G. Mortimer's caliber.

We would like to have some additional copies of Mr. Mortimer's report and we'd like to know if Advertising Age plans to make them available or if the report is contained in the General Foods statement to stockholders?

E. P. Harwood,
Harwood Advertising, Tucson, Ariz.

•

To the Editor: Enclosed you will find 25¢ for ten reprints of Mr. Mortimer's article: "How and Why General Foods Put $96,000,000 Into Advertising In 1959."

Thank you for printing such excellent articles and offering them as part of your service to the advertising business.

Joe Doherty,
Account Executive, McCann-Erickson, Chicago.

•

To the Editor: Enclosed is our check for $1.00 for 50 copies of the reprint of the box which appeared on Page 60 of your Aug. 10 issue quoting from the speech made by Charles G. Mortimer, president of General Foods Corp., to the annual stockholders meeting.

You are doing an excellent service to the advertising industry in providing reprints of this vital and clear explanation of the value of advertising by one of the country's largest and most successful advertisers.

Thanks a lot.

William Steiner,
President, William Steiner Associates, New York.

•

To the Editor: ... Kindly enter an additional order for us for 400 ...

Cecile Eisen,
Venet Advertising Agency, Irvington, N. J.

•

To the Editor: ... Enclosed please find check for $1 to cover cost of 50 copies ...

Herbert W. Moloney Jr.
General Manager, Moloney, Regan & Schmitt, New York.

•

To the Editor: ... Please send several copies ...

John S. Wright,
Professor, Montana State University, Missoula, Mont.

•

To the Editor: ... We would like to obtain 50 reprints of the article on General Foods advertising ...

C. O. Bratten,
Advertising Manager, Cook Paint & Varnish Co., Kansas City.

•

To the Editor: Enclosed find a check for $10 for which send us 500 (or as many more as your rates permit) copies of the Charles G. Mortimer talk reprinted from your Aug. 10 issue.

The Advertising Club of Birmingham is planning a mailing of this to all ministers, school principals, city and county officials and selected business leaders in surrounding areas. This fits in perfectly with a direct mail program to this selected mailing list our club has under way.

Elden Tuttle,
Advertising Club of Birmingham, Birmingham, Ala.

• • •

'Phone Jimmy Stewart' Idea Backfires on Movie Mogul

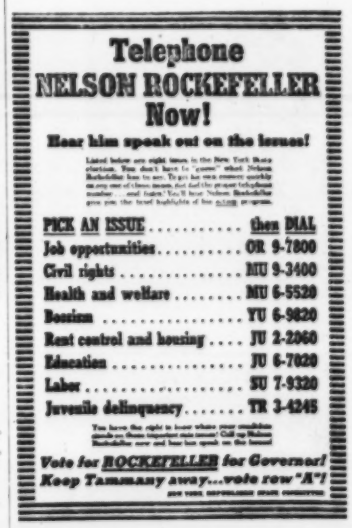
To the Editor: While doing research for my book on "Brainstorming" I ran across this [E. B. Weiss] story about the "Phone Jimmy Stewart" campaign.

A movie company ran such ads in the New York newspapers. Thousands called in. A fixed percentage will dial a wrong number. One man was going frantic, getting so many of these calls at all hours of the day and night. He asked the phone company to stop it. They reported they could do nothing, people just naturally made errors.

His solution: After one week of fuming frustration, he got the home telephone number of the movie company biggie, told all his callers to ring that number to get their two free passes for the Stewart movie. After a sleepless night, the angry president blasted the phone company for letting the other man do this to him. They said they could not stop anyone from giving out his number. Result: Twenty-four hours later, the ads were yanked from the papers and New York Bell set up special conditions for running similar campaigns in Manhattan.

I sent this idea into Rockefeller's campaign headquarters last fall and the attached ad shows their use of it. Citizens-for-Eisenhower had turned me down on it in 1956.

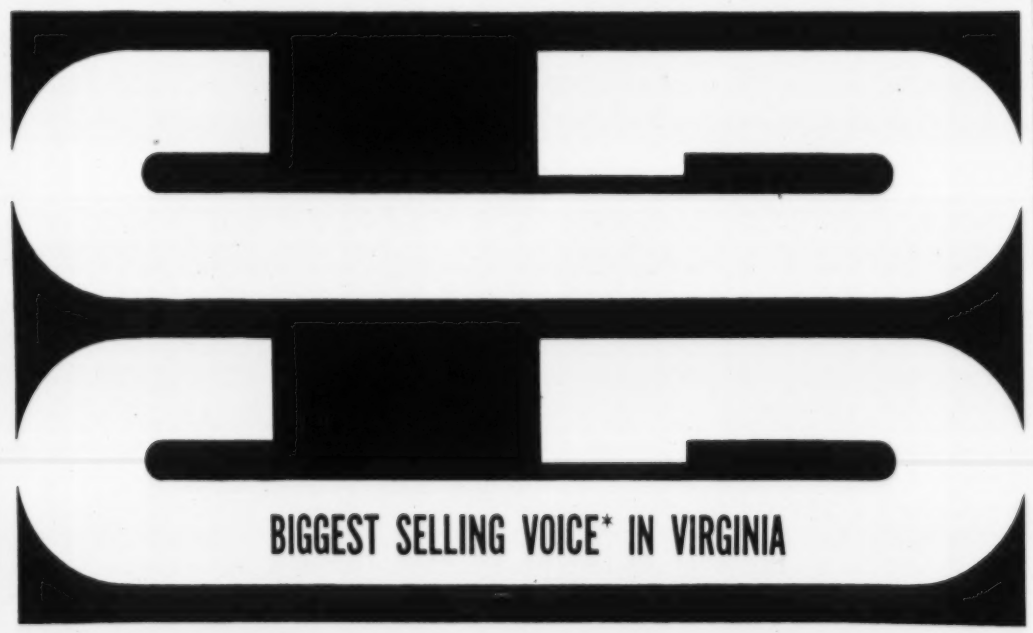
Charles H. Clark,
Boeing Airplane Co., Seattle.


Telephone
NELSON ROCKEFELLER
Now!
Hear him speak out on the issues!
PICK AN ISSUE ..... then DIAL
Job opportunities ..... OR 9-7800
Civil rights ..... MU 9-3400
Health and welfare ..... MU 6-5520
Boozism ..... YU 6-9820
Rent control and housing .... JU 2-2060
Education ..... JU 6-7020
Labor ..... SU 7-9320
Juvenile delinquency ..... TR 3-4245
Vote for ROCKEFELLER for Governor!
Keep Tammany away...vote row "A"!

•

To the Editor: Outstanding in telephone advertising (E. B. Weiss, AA, Aug. 10) is a toll-free, long-65-mile-distance answering service I originated and used for George A. Hamid on the Atlantic City Steel Pier in 1955. This was for weather REPORTING, not forecasting.

We were aware that adverse



Whether you sell autos or weenies, ask your PGW Colonel for details on the terrific sales job being done for advertisers by the powerful *50,000 Watt Selling Voice of WRVA-RADIO ... Virginia's largest single advertising medium.

WRVA-RADIO RICHMOND, VIRGINIA • NBC AFFILIATE

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

weather forecasts in evening papers and repeatedly on tv, and confirmed in morning papers, too often were incorrect. Many thousands of potential seashore visitors and guests were adversely influenced by erroneous forecasts, when beautiful weather prevailed at resorts less than two hours distant by car or bus.

I used telephone answering machines on the Steel Pier, connected by private wires to Philadelphia. The 3,000,000 folks in the Delaware Valley area were afforded up-to-the-minute weather REPORTS, not forecasts, between 8 a.m. and 8 p.m., toll-free, direct from Steel Pier. They simply dialed a Philadelphia exchange number and heard my voice as though I were next door.

In a 30-second message they learned the sky condition; the air and the ocean temperatures; the wind direction and velocity; and the barometric pressure. The "commercial" consisted of the name of the dance orchestra; the act or star featured in one of the pier theaters at the time, and always ending with a plug for a plug, the "fabulous diving horse."

Up to 10,000 calls a week indicated the value of this weather reporting service to those in the Philadelphia area, undoubtedly a unique long-distance answering service for the three years of its operation.

Erwin L. Schwatt,
Atlantic City, N. J.

• • •

It's Premium, Not Minimum

To the Editor: In an article appearing in your Aug. 10 issue of ADVERTISING AGE under the caption "New Old Forester 86 proof will get $1,000,000 sendoff," we note you include the following statement: "...Old Fitzgerald, a *minimum* sour mash bourbon."

We do not understand just what you mean by a minimum sour mash bourbon and wish you would please explain to us. Possibly you intended to say a "premium sour mash bourbon." We certainly hope so, because we pretty well know that Old Fitzgerald is a major brand of bourbon. In fact, in many, many markets, including Illinois and Kentucky, the home of fine bourbon, it is the leading premium bond in sales and popularity. We really think we made news down here a week or so ago by refusing to be harried into such a change as our major competitors have indulged in. Frankly, we just don't seem to know how we could add to the quality or value of Old Fitzgerald by adding distilled water. Interestingly enough, the junior proof brands add 14% of water but only reduce the price 10%.

Julian P. Van Winkle Jr.,
Vice-President, Stitzel-Weller Distillery, Louisville.

Reader Van Winkle guessed correctly; original copy read "premium" but in the printed version it changed mysteriously to "minimum."

• • •

Thinks 'Fulsome' Fits Nicely

To the Editor: I note in the world's greatest weekly newspaper of marketing that "both RCA and Sylvania were fulsome in praise of their present agencies..."

Since Webster's defines "fulsome" as "repulsive," "disgusting," and "base and insincere as to motive," it does seem that the normal client-agency relationship is at work.

Hawkeye Hank,
Charles City, Ia.

•

To the Editor: Just want the facts. Maybe you meant exactly what you said in your lead story on RCA-Sylvania shifts (AA, Aug. 24). If so (and your report is accurate), the story is an example of perceptive and, indeed, courageous reporting.

Saith AA: "... Both RCA and Sylvania were fulsome in praise for their present agencies..."

Saith Webster: "*FULSOME*. Offensive; disgusting ... offensive because of insincerity or baseness of motive; as fulsome praise."

What's become of "sincerity" on Madison Ave.? But thanks anyway for fearlessly lifting the veil and exposing the true tone of Ad Row.

Louis R. Silverman,
Vice-President, Martin E. Janis & Co., Chicago.

• • •

Clarifies National Tea Story

To the Editor: May I ask you to clarify two statements which appeared in your Aug. 3 issue under the headline: "National Tea Marks 60th Anniversary via Brand Drive"? These errors may have been due to possible misinterpretation or lack of clarity in our own release.

First of all, the food recipes and menus which will be in the November issue of *Good Housekeeping* are of the "cook-ahead" type covering a *wide range* of dishes, not just traditional holiday dishes as reported in your article.

Second, ingredient products used in these recipes will be featured by all National food stores. In addition, products advertised in *Good Housekeeping's* November issue and stocked by National food stores will have shelf talkers with their brand imprint. The wording in your article tended to give the impression that *Good Housekeeping's* November food editorial would be built around the *advertised* products. Naturally, this is not the case.

Grahame Enthoven,
Food Merchandising Manager, *Good Housekeeping*, New York.

• • •

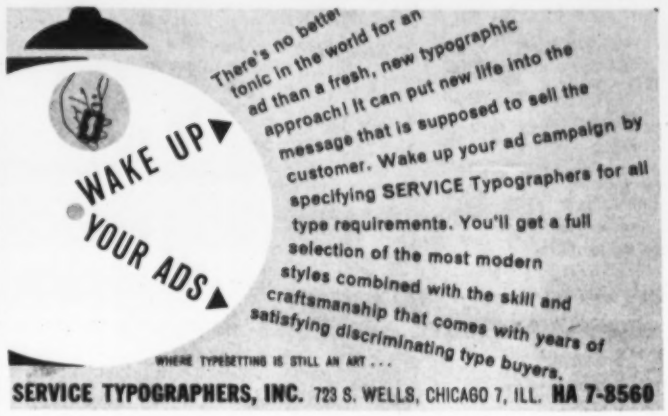
Wants Jim Young in Spanish

To the Editor: We understand that ADVERTISING AGE holds the copyright to Jim Young's book, "The Technique of Producing Ideas." The J. Walter Thompson Co. would like very much to distribute a limited Spanish edition in Latin America.

Would ADVERTISING AGE be willing to give us permission for this limited Spanish edition, on the condition that the booklet carried a credit line to the benefit of "Advertising Age?"

Gene d'Olive,
J. Walter Thompson Co., New York.

Permission granted.


There's no better tonic in the world for an ad than a fresh, new typographic approach! It can put new life into the message that is supposed to sell the customer. Wake up your ad campaign by specifying SERVICE Typographers for all type requirements. You'll get a full selection of the most modern styles combined with the skill and craftsmanship that comes with years of satisfying discriminating type buyers.
WAKE UP YOUR ADS
WHERE TYPESETTING IS STILL AN ART ...
SERVICE TYPOGRAPHERS, INC. 723 S. WELLS, CHICAGO 7, ILL. HA 7-8560

AT 1:45 P. M. on September 22, Mr. Khrushchev is coming to our town— to see what he can see.

From halfway around the world he is coming to visit this bountiful land for a few hours. Out here in the heart of America, he will see Agriculture and Industry wed — blossoming into a tremendous capitalistic force for good and good things.

He will see the great rolling fields of hybrid corn stretching from here to your breakfast table. He will see the John Deere Works whose massive daily production of labor-saving farm machinery is an obvious testimonial for a successful capitalistic venture. He will see the sprawling Firestone Tire & Rubber plant which makes tires as big as a house or as small as a doughnut.

He will see one of our country's great insurance centers. He is going to visit a great university dedicated to developing growing things, including people.

He is coming to see what he can see, and it's time he did. There's a lot to see here. This is an important place.

Mr. Khrushchev's every reaction will be reported instantly by radio and television stations everywhere. Before the world goes to sleep that first night of his visit, the world will know more about Mr. Khrushchev and Mr. Khrushchev's world will know more about us . . . because of electronic journalism.

In truth, "Big Brother" will have his eye on us and we'll have our eye on "Big Brother." One of the first things Mr. Khrushchev will see as he flies into Des Moines is the KRNT-TV tower right smack in the middle of town. About the second thing, KRNT microphones and cameras.

There's so much to see here and so little time for him to see it! There's much to know about our nation's radio and television setup, for example, and it takes so long to appreciate its massive force.

Des Moines would be a good place for him to study free American radio and television. We've got some of the best stations in the country here, and they operate in the public interest, convenience and necessity, and not because of any party line or edict. We're important to people.

Mr. Khrushchev should see our good KRNT newsmen in action, writing stories, reporting facts regardless of who is involved—facts about public officials, for example, not caring whether the public officials will be pleased or displeased . . . newsmen broadcasting stories, caring only that the public gets the truth.

Mr. Khrushchev might learn to like American radio and television, all the music, the drama, the comedy, the public service — FREE — just so someone can tell about a product or a food or a service that people can buy to make their living easier . . . selling things in this country that uncounted millions in other parts of the world cannot buy. Let him see free American broadcasting, born from free American competition.

Yes, Mr. Khrushchev is coming to our town, and the world's spotlight focuses on this heart of America. Everyone should come see us. What we are doing out here is important to people throughout the world. Come make your own inspection trip. You'll like what you see.

Cowles Broadcasting Co.

KRNT, KRNT-TV
Des Moines, Iowa

Represented by THE KATZ AGENCY

memo:

83%

The people
who buy,
or specify product, brand,
amount, and source
for more than 83%
of everything bought by
hotels and motor hotels
read

THE
HOTEL MONTHLY

105 W. Adams St.
Chicago 3, Ill.
a Clissold Businesspaper

NAAN Adds McCutcheon

McCutcheon and Patton, Advertising, Phoenix, has become a member of the National Advertising Agency Network, an affiliated network of independently owned agencies covering 37 cities in the U.S., Canada and Puerto Rico. Through the affiliation, the agency also became a member of Market Development Associates, a cooperative market and product research team of advertising specialists.

Barnes to Wunderman, Ricotta

Jack Barnes, formerly president of White, Berk & Barnes Advertising Agency, has joined Wunderman, Ricotta & Kline, New York, as vp in charge of new business. Mr. Barnes said his old company is no longer active as an agency. Instead, it has become a radio-tv show packager, he said.

Posey Complains 'Clogged' Media Stymie Advertiser

McCann Exec Sees Market Segmentation as Partial Answer

CHICAGO, Sept. 15—Advertisers are having trouble finding enough clear channels of communication for their ad messages, Chester L. (Chet) Posey, vp and general manager of the Chicago office of McCann-Erickson, asserted yesterday.

In a talk before American Legion Post No. 170, Mr. Posey cited network television as an example of "clogged communications." "There are just so many hours of prime tv time," Mr. Posey complained. "Some major advertisers are having difficulty spending their ad dollars where they want to spend them," he said.

Mr. Posey charged that some magazines are being forced to increase their circulations "as though there was some prize for being the largest." The number of new magazines and newspapers appearing on the scene has not kept pace with the increased number of ad messages, he said.

A partial answer to the problem, he said, is market segmentation. He explained that companies and their advertisers must determine their specific markets and consumers and use the proper media to reach their customers. Not many products have universal markets, he added.

■ The McCann executive speculated that the profit potential for specialized magazines may be better than that for mass appeal magazines. More companies in the future may set up their distribution patterns to coincide with the circulation areas of various newspapers and magazines, he added.

Mr. Posey expressed great concern over the shortage of qualified people in the advertising agency field. He said the ad field is losing out to other segments of business in the competition for outstanding people.

While suggesting that agencies keep their profit sharing plans and other benefits for all personnel, Mr. Posey said agencies must find extra and more competitive incentive plans to keep their key people.

■ Mr. Posey also complained that agencies are not training new recruits in the field. "I have seen few results of training programs," he said. "Proper training is lacking in our field."

He also suggested that advertisers should allot 5% of their advertising budgets for research on the effectiveness of advertising. "We must find out how to do a better advertising and marketing job," Mr. Posey said. "We must learn more about our markets and the effectiveness of such media as spot television." #

Sonny Smith Opens Agency

Sonny Smith, for 20 years a member of Arthur Smith and his Crackerjacks, WBT and WBTV, Charlotte, N. C., entertainers, has opened Sonny Smith Agency, 1608 Morningside Drive, Charlotte. The agency will sell advertising to the sponsors of the Crackerjacks, Mr. Smith said. The company plans to organize a chain of 25 to 30 meat centers which the Crackerjacks will promote on radio and tv and with personal appearances, backed by newspaper ads. Mr. Smith said five meat centers are already in the plan, with two more coming in Oct. 1.

Endicott Promotes Four

Endicott Johnson Corp., Endicott, N. Y., maker of leather shoes and rubber footwear, has made four vp appointments in a realignment of responsibility under its continuing market expansion and cost reduction program. Raymond A. Mills, who joined the company in 1929, was named vp, sales and marketing, succeeding Lawrence A. Merle, who retired earlier this year as sales vp. Harvey T. Litterer, formerly general manager of the Paracord division, has been appointed vp, manufacturing, a new post. Linda Stanford, controller, was named vp, finance, and Jewett F. Neilly Sr. was named vp, purchasing.

Dr. Pepper Producing Film

Dr. Pepper Co., Dallas, Tex., has engaged Jamieson Film Co., Dallas, to produce a 17-minute, 16mm film to be used for marketing, advertising and public relations purposes. The film will portray various aspects of the Dr. Pepper soft drink business, from the manufacturing of syrup to the placement of product. Mid-October is set as the completion date. Dr. Pepper bottlers will preview the film during a series of regional fall meetings to be held in Birmingham, Dallas, Los Angeles, St. Louis, and Washington.

Kaolin to Carpenter-Procter

Georgia Kaolin Co., Elizabeth, N. J., producer of kaolin used as a paper coating and filler, paint pigment extender, and as an additive for plastic materials, has moved its advertising account from Thoma & Gill, East Orange, N. J., to Carpenter-Procter, Newark.

Stockbroker Names Agency

Richter, Lederman & Co., New York, stockbroker and member of the New York Stock Exchange, has appointed I. J. Segall Advertising, New York, as its advertising agency.

Don't make the same mistake twice

BUY NEGRO RADIO THIS TIME!

Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes *with Negro Radio*. It's true some read papers and magazines and some watch TV, but *95% of all Negroes listen to radio!* Rounsaville Radio programs 100% to Negroes *with* Negro performers. All six Rounsaville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the BUYING POWER of the Negro Market . . . $824,219,000 *AFTER* taxes in the Rounsaville coverage area! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

Don't be misled that Negroes will buy anything. Negro incomes have increased 192% since World War II . . . today's Negro is a selective buyer of quality items. Negroes are intensely loyal to products in which they believe. One outstanding, vital fact is that they *do believe* what they hear on their own radio. When one of their favorite personalities voices the selling message for a product it is believable. And with the believability comes sales. No matter what your budget for these six important markets . . . no matter how many media you use . . . a proper part of your advertising dollar MUST go to Negro Radio or you're missing this market! Experience IS the best teacher. Experience Rounsaville Radio—one of the oldest and the *largest* broadcasters in Negro Radio!

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro Station!

WLOU 5,000 Watts—Louisville's only all Negro Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro Station!

WVOL 5,000 Watts—Nashville's only all Negro Station!

WYLD 1,000 Watts — New Orleans' only full time Negro Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

ROUNSAVILLE RADIO

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

It's the ripe red apple they go for every time—

which is the reason knowing advertising men employ high powered creative talent to dress their convincing reason-why copy in the most desire-provoking physical "raiment" they can devise. . . . It's also a reason so many of them continuously insist on ROGERS' photoengraving craftsmanship and understanding of advertising objectives. They've proved to be dependable insurance that the physical allure of their messages will be accurately reproduced in the pages of their chosen advertising media.

ROGERS

engraving company

2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

EVERYTHING'S UP

CIRCULATION AND AD REVENUE GREATEST IN 62-YEAR HISTORY

CIRCULATION UP 10.3% for the first half, with a gain of 97,434 in net paid over last year's first half. Greatest ever!

AD REVENUE UP 17.7% for the first eight months, with a gain of $318,283. A 62-year high!

AD LINAGE UP 14,188 LINES for the first eight months, with a gain of 6.3%.

4-COLOR AD PAGES UP 17.6% for the first eight months. Greatest ever!

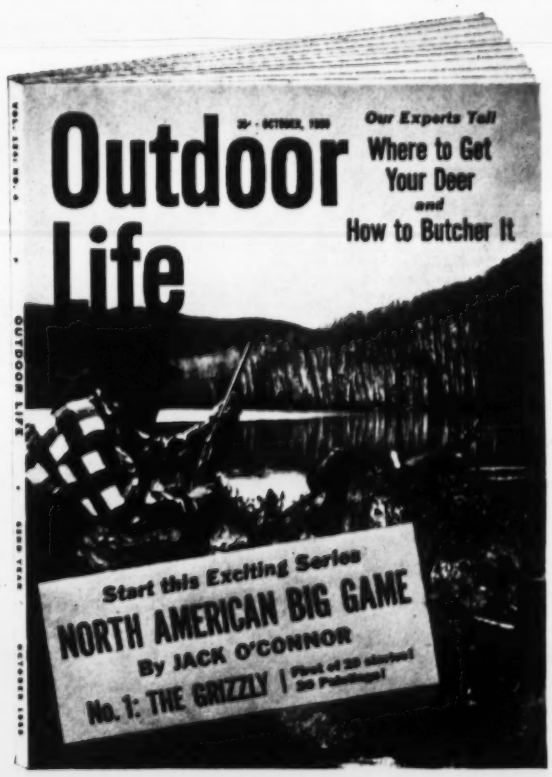
1,040,002

NET PAID CIRCULATION

A.B.C. Publisher's Statement for 6 months ending 6/30/59

Outdoor Life

355 Lexington Avenue, New York 17, New York/Boston/Chicago/Cleveland
Detroit/Los Angeles/Portland, Ore./San Francisco/Sarasota, Fla./Seattle



'Sophisticated' Premiums Urged by JWT's Wolff

(Continued from Page 3)

get mad at you and your product if they are not what she expected.

4. Be sure the premium will pass the test of a woman's senses; wherever possible, let her see them, touch them, try them out.

5. Build careful detail into your premium because women watch details like appearance, function, packaging, sales approach.

6. Sell women on premiums with an emotional, romantic appeal —not just "nuts and bolts"—but don't forget the facts.

7. Pick a premium with mass appeal, but make it appear individual, and aim your selling at the individual woman.

8. Point out a premium's benefit to the whole family wherever possible. Investigate dual premiums.

9. A premium which offers a woman a creative outlet is particularly appealing to her.

10. Women don't like to make decisions. If a premium comes in different styles, explain the differences.

11. Always put the woman first. Show her how she'll get more credit from your premium product along with the help it offers her in running the house.

12. Premiums with quality and status have more sales velocity, because a woman feels they are more acceptable in her group.

13. Look hard at premiums that are more exciting and more unusual, though practical, to appeal to the wider interests of today's woman.

■ By offering a specialized grapefruit spoon as a premium, Florida Citrus Mutual has increased grapefruit consumption throughout the U.S., Herman F. Steele, assistant general manager, reported.

Promotion of the grapefruit spoons was begun in 1957 when Florida shippers placed coupons in their bags and boxes. During the 1958-'59 season the spoon offer was expanded into the national advertising program and by mid-December, 1958, well over 1,000,000 spoons, four to a set, had been distributed. In the first three months of 1959, 50,000 sets weekly were sold, and in the present fiscal year, 2,000,000 spoons have been sold, Mr. Steele reported.

A mail survey to spoon purchasers conducted recently by Florida Citrus Mutual revealed that 98% of the respondents were satisfied with the spoons, and 67% said that family consumption of grapefruit had increased because of these spoons.

■ Gordon C. Bowen, president of the PAAA and of Premium Service Co., commented that the premium business has just had "a wonderful year" and that "by and large, adding up the debits and credits, I would say that premiums are enjoying the most favorable climate they have ever known."

But he cautioned that it is possible to come up with an attractive premium that the consumer truly wants "but unless it is properly advertised, promoted and merchandised, nobody's going to know about it and nobody will take advantage of it, and nobody will benefit from it."

Following up the recent association-sponsored survey on the trade level of premium use and supply, Mr. Bowen said the PAAA has now authorized an additional survey on the consumer level to get the reactions and attitudes of people who respond to premiums and to find out who are the people who do not respond to premiums and why.

■ Bob Degen, vp, Ted Bates & Co. and chairman of the PAAA research committee, will head up the project and Dr. Arnold Corbin, professor of marketing at New York University, will conduct the actual survey.

During the four-day premium show, more than 5,000 representatives of companies using premiums and their advertising agencies are expected to view the exhibits of more than 300 manufacturers. #

Cuba Names Harris & Co.

The government of the Republic of Cuba has appointed Harris & Co., Miami, to plan, prepare, and place its new advertising program, in excess of $1,600,000 for the first year. The campaign, scheduled for insertions in national magazines, newspapers and trade publications, is timed so that its first insertions will coincide with the American Society of Travel Agents' 29th World Travel Congress, being held in Havana, Oct. 17-25.

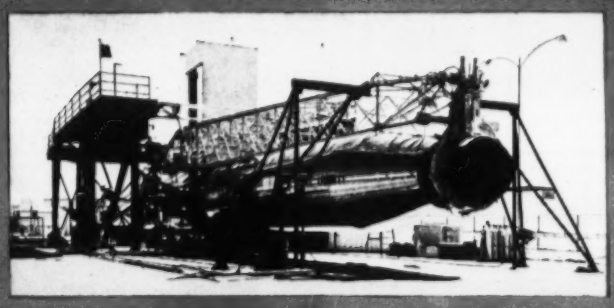
Foley Adds Pidgeon Steel

Walter Pidgeon Steel Products, Bala Cynwyd, Pa., has appointed Richard A. Foley Advertising Agency, Philadelphia, to introduce a new estate-type steel fencing for homes and industry. The new company is headed by stage and screen star, Walter Pidgeon.

Rossano to Denman & Baker

Nicholas A. Rossano, formerly an account executive of Clinton E. Frank Inc., Chicago, has joined Denman & Baker, Detroit, to head the agency's expanding marketing department.

ANNOUNCING AVIATION WEEK'S
5th ANNUAL
BUYERS'



MAJOR PRODUCT CATEGORIES INCLUDE
Aircraft
Avionics
Space Vehicles & Missiles
Support Equipment & Activities
Airport & Airline Equipment

Roman Schedules Fall Push in Spot Radio and Print

Roman Products Corp., South Hackensack, N. J., will run 355 radio spots every Thursday for 13 weeks on at least six stations in New York, Philadelphia and Washington, starting in early October. The saturation radio schedule will be backed with large-space ads in the *Baltimore News Post, Bergen Evening Record, Long Island Newsday, New York Daily News, Newark News, Norfolk Ledger Dispatch & Star Virginian Pilot, Passaic-Clifton Herald News, Paterson News, Philadelphia Bulletin* and *Washington Star*.

The newspaper ads will offer consumers a 25¢ return for trying one of six different ways of preparing Roman ravioli. Other ads will feature a 10¢-off coupon for Roman pizza. The fall campaign was placed through Smith/Greenland Co., New York.

Doherty, Clifford Names 2

Doherty, Clifford, Steers & Shenfield, New York, has appointed Ronald P. Cone an account executive and Robert Petrocelli an art director. Mr. Cone formerly was with N. W. Ayer & Son. Mr. Petrocelli previously was with Dowd, Redfield & Johnstone.

Lockwood Joins Greist Mfg. Co.

James E. Lockwood, formerly vp, treasurer and secretary of Safety Industries Inc., New Haven, Conn., has joined Greist Mfg. Co., New Haven, as vp in charge of market research, product research and development, and diversification.

'Rudder' Raises Rates

Rudder, effective with its January issue, will boost circulation guarantee from a current net paid of 24,715 to 50,000 and will increase ad rate from $375 to $540 per b&w page.

Spitzer & Mills Names Two

Doug Philpott, for the past 11 years exec vp of Transit Advertising Ltd., Toronto, has joined Spitzer & Mills, Toronto, as public relations director. Also new at the agency is Helen A. Nash, formerly a copywriter with E. W. Reynolds Ltd., Toronto, who has joined the copy staff.

Scholastic Boosts Neiman

Scholastic Magazines has appointed Arthur Neiman, formerly eastern ad manager, to advertising manager, a new post. David M. Mercer, who had been with Scholastic Magazines in another department, has moved to the sales staff of *Science World*.

Two Join 'American Home'

Gordon E. Fagerlund, formerly with Drackett Co., and Jack Tannenhill, formerly with Meredith Publishing Co., have joined the New York sales staff of *American Home*.

THE ONE AND ONLY COMPLETE BUYERS' GUIDE
SERVING THE ENTIRE AVIATION INDUSTRY
. . . and ITS RELATED TECHNOLOGIES

GUIDE ISSUE

THE STANDARD PURCHASING REFERENCE OF THE INDUSTRY
LISTING OVER 50,000 MANUFACTURERS' PRODUCTS IN
OVER 1,800 SEPARATE PRODUCT CATEGORIES

Day after day, engineering-management people review AVIATION WEEK'S ANNUAL BUYERS' GUIDE in their search for new sources of supply for products, materials and services. AVIATION WEEK'S BUYERS' GUIDE is the industry's recognized buyers' guide covering all segments of the $11 billion aviation industry and its related technologies.

The new 1960 edition is more complete, more up-to-date, more essential than ever before because it provides expanded listings on new products and companies in the new areas of the total market. It will contain over 50,000 manufacturers' product listings divided into over 1,800 specific product categories. In addition to being quick and easy to use, the BUYERS' GUIDE includes complete listings of government procurement agencies telling: Where to go; Who to see; What they buy.

ADVERTISER BENEFITS

Advertising dollars work overtime in the BUYERS' GUIDE through year-long life and multiple exposure of your advertising. For example, a survey made eight months after publication of the 1958 edition revealed that:

71% still had their copy
9% passed on their copy to purchasing, engineering or other departments.

. . . of those who still had their copy:

16% referred to it once a week or oftener
44% referred to it once a month or oftener

Thus 60% referred to it at least once a month.

Advertisers' product listings are bold faced and include a reference to the page number of their advertising. In addition to an alphabetical advertisers' index, there is a "product"-advertisers' index. To supply you with key industry sales leads the BUYERS' GUIDE contains Reader Service cards.

If you sell to the aviation industry, your advertising message belongs in the BUYERS' GUIDE . . . it will reach over 75,000 key engineering-management decision makers.

Be sure to reserve space in this exclusive issue . . . publishing date is mid-December and closing date is November 1, 1959.

BUYERS' GUIDE ISSUE FOR 1960

ABP ABC

A McGRAW-HILL PUBLICATION
330 WEST 42ND STREET, NEW YORK 36, N. Y.

Aviation Week
Including Space Technology

DAN DAILEY

THE FOUR JUST MEN

JACK HAWKINS

RICHARD CONTE

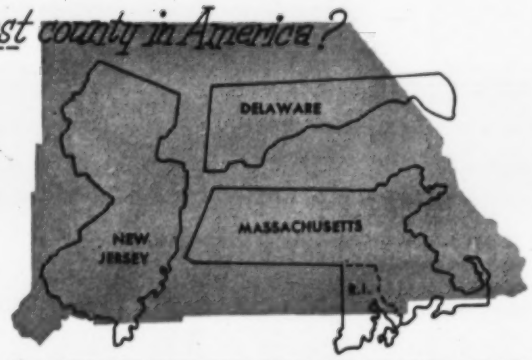
VITTORIO DE SICA

CHECK YOUR MARKET TODAY!
ITC
INDEPENDENT TELEVISION CORPORATION
488 Madison Ave. · N.Y. 22 · PLaza 5-2100

Which is the largest county in America?

San Bernardino county, California. A county consisting of 20,131 square miles, larger in area than the states of New Jersey, Massachusetts, Delaware, and Rhode Island combined. It is the larger portion of Southern California's 3rd metropolitan market. It is a completely independent area located 60 miles from Los Angeles.

Less than ½ of 1% of the total circulation of the 4 Los Angeles metropolitan newspapers enter this area.



You'll want to know more about this important market which is the 27th largest in the Nation, 6th on the Pacific Coast and 4th in California. Contact your Cresmer and Woodward representative for our new market study or write to the -

SAN BERNARDINO SUN AND TELEGRAM SAN BERNARDINO, CALIFORNIA

Infinite Variety of Woman Consumer Baffles Even Women Copywriters, Martineau Says

CHICAGO, Sept. 16—"No one woman is capable of explaining the female mind, any more than any one man is capable of defining the male mind," said Pierre Martineau, director of research and marketing for the *Chicago Tribune*, at last night's meeting of the Women's Advertising Club of Chicago.

Speaking on the woman consumer, Mr. Martineau explained that one of the major errors made in comparing the female and male minds is that of looking for similarities, rather than dissimilarities.

Much of today's advertising is written purely from the man's point of view, rather than being geared to the woman consumer, the speaker said.

"Advertising women have insight and taste which enables them to write advertising quickly and well," Mr. Martineau added.

"But on the other hand," he said, "they seldom do anything primitive and powerful, as it is easier for them to be technically correct, and prepare acceptable advertising."

■ Studies conducted by the *Tribune* have brought out characteristic variations between working and middle class woman consumers. The study found the working class woman feels each day is the same while the middle class woman feels the opposite. Weekends, to the working class woman, have no special meaning; to the middle class woman they constitute "family time."

The working class consumer has little conception of seasons or vacations, with the exception of the major holidays such as Christmas and Easter; while the middle class consumer associates different functions with the various seasons, Mr. Martineau said.

■ Other variant characteristics found in the study included the working class woman's relationship toward her family—much more restricted to the triangle of home, children and husband than that of the middle class woman—and her fear of loneliness.

Rearing of children also differs between the two classes, he said. The working class woman teaches her children to be good citizens, while the main drive of the middle class woman is success for her children.

Discussing the career women, Mr. Martineau said women are offered two choices, that of being a housewife or a career woman, and that this frequently creates a dilemma.

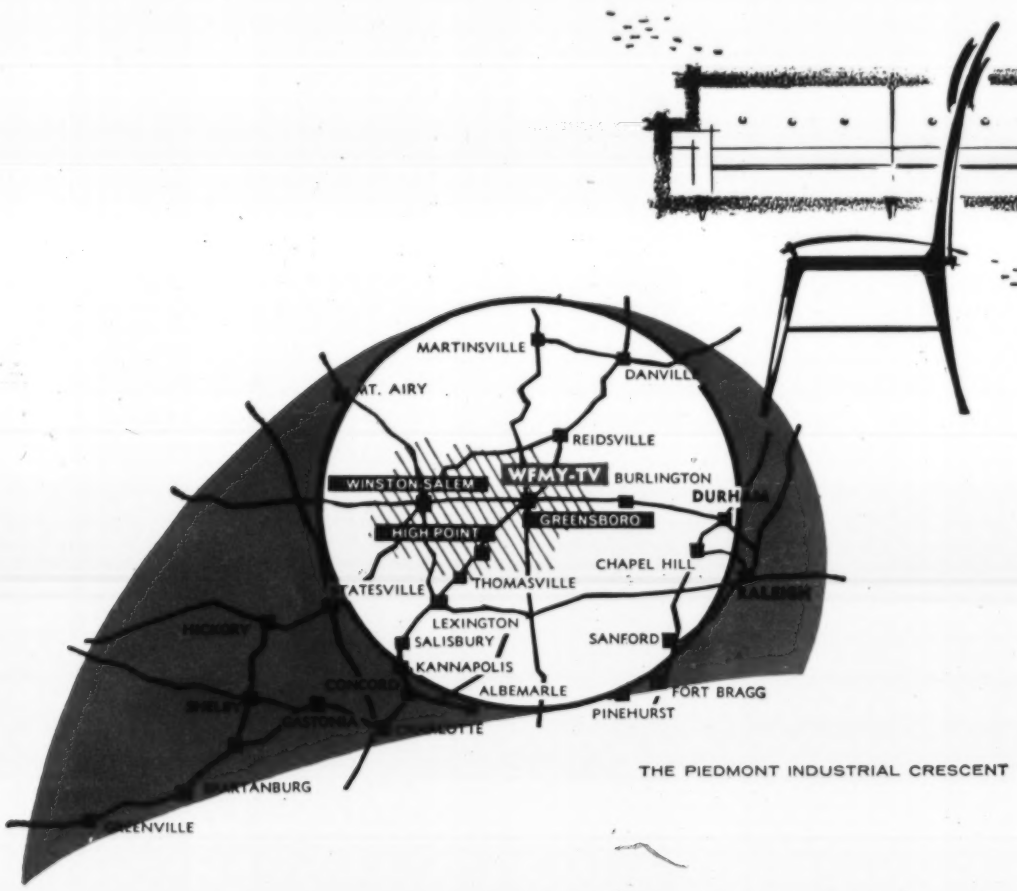
"The American educational system offers a man's education," the speaker said, "and does not educate the woman to be a housewife."

■ The role of the career woman offers more moral and emotional freedom and typifies contact with the interesting and glittering outer world, Mr. Martineau said, but it can also be frightening and demands hard work to buck the system which lists marriage as the primary role of the woman in American society. #

Allinson Named Chairman of 1960 NIAA Convention

Tom Allinson, president of the Daystrom-Weston divisions of Daystrom Inc., Newark, N. J., and a member of National Industrial Advertisers Assn.'s New York chapter, has been named general chairman of the association's 1960 annual meeting in Washington June 5-9.

The meeting will feature NIAA's first exhibition of materials and services for industrial advertisers. The exhibition will involve a maximum of 206 booths at the Shoreham Hotel, where the NIAA meeting will be held. Brede Inc., Minneapolis exposition management organization, will handle arrangements and sales. Directing the project for NIAA is Charles A. Bryant, ad manager of the Baroid division of National Lead Co., New York.



THE PIEDMONT INDUSTRIAL CRESCENT

the FURNITURE industry . . .

creates buying power in the Piedmont Industrial Crescent!

The South's giant furniture industry is **another reason why** WFMY-TV . . . located in the heart of the industrial piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells . . . in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

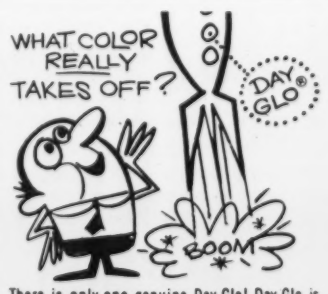
wfmy-tv

GREENSBORO, N. C.

"NOW IN OUR 10th YEAR OF SERVICE"

Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS



There is only one genuine Day-Glo! Day-Glo is the registered trademark of Switzer Bros., Inc. Cleveland 3, Ohio, for daylight fluorescent products.

all the news for business decisions

SHORT CARS AND LONG PANTS

From the pages of Business Week . . . Detroit says 1960 will be one of the greatest automotive years on record . . . Retailers report heavy back-to-school buying . . . Oklahoma goes wet . . . the United States gets set for Khrushchev's visit . . .

Millions of words are written daily about news events like these. But Business Week digs beneath the surface and interprets them for the exclusive benefit of business management.

It analyzes important news events—and reports the effects they may have on business decisions. This is Business Week's unique service to management. Its meaningful business reporting sets it apart from all other publications. Small wonder that Business Week has the highest concentration of executive readership of any publication in the world.

Subscriptions to Business Week are solicited and accepted only from management men in business and industry. Company and position must be indicated on all subscription orders.

BUSINESS WEEK

A McGRAW HILL MAGAZINE

Two Husband-Wife Teams Form New 'Compact' Agency—Papert & Free

(Continued from Page 3)

sporting goods, and Guards Club Ltd., a London manufacturer of men's toiletries, which will be introduced in the U. S. this fall. The agency has also been named an agency of record for Upjohn Laboratories and is working on special assignments for the company.

The new agency has been founded on the formula of big-agency talent working in a "compact creative team"—getting away from the big-agency pitfall of "hiring eight men to do the job of one." The agency is also dedicated to the idea that "The *ad's* the thing."

"Advertising is the most underrated product of agencies these days," according to Mr. Free. "Everybody's busy selling their other services, their marketing, their merchandising, their research—no doubt because facilities and figures sound so much more concrete than creative work.

■ "But ultimately it's the actual ad—on the page, on the screen—that either talks or doesn't." To substantiate this opinion, Mr. Free quotes a recent study which indicates that although a good marketing plan can make as much as 13% difference in the sales prospects of a product, good advertising can make a difference as great as 300%.

The agency founders, newly emancipated from big-agency size and procedures, regard their own working agency philosophy as a "tempered return to fundamentals." There's no shortage of good sound advertising ideas in any big agency, they point out, "but unfortunately these good ideas don't always end up in good advertising."

"The trouble," says Mr. Papert, "is that big agencies spend fully half their time communicating with themselves.

■ "What happens is that good ideas get lost somewhere in the maze of committee meetings and review boards. When the advertising finally appears, the original idea is virtually invisible. The enthusiasm and conviction that made it a good idea in the first place is gone."

With a compact creative organization, the idea is "guaranteed safe passage from the conference table to the consumer," the Paperts and the Frees believe.

The venture apparently is appealing to many another agency man. "We're getting about 20 phone calls a day from group heads all over the city wanting to join us—and we hope that soon we can take them in," Mr. Free said.

Mr. Free also testifies that the agency is proving to be a successful experiment in human relations—the husband-wife combinations are working out very well. At first, he conceded, there was a certain amount of shyness about criticizing each other's work, "but that is being quickly overcome."

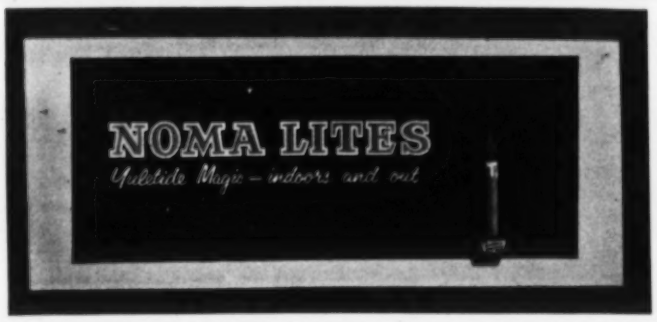
■ One advantage of working with your wife, he pointed out, is that "you develop a sort of shorthand way of talking, and this quick kind of communication is very good. Also, we're not in competition with each other; we're both working hard for the same thing."

Financially, it has its advantages too: "We couldn't possibly afford to go out and buy this kind of talent," he said. #

Ballantine, White Owls, Niagara Buy CBS Radio Shows

P. Ballantine & Sons (William Esty Co.) and General Cigar Co., on behalf of White Owl cigars (Young & Rubicam), will cosponsor all of the New York Giants football games on CBS Radio, New York, this fall. The games, to be announced by Les Keiter, will be broadcast on a regional network throughout New York state and New England.

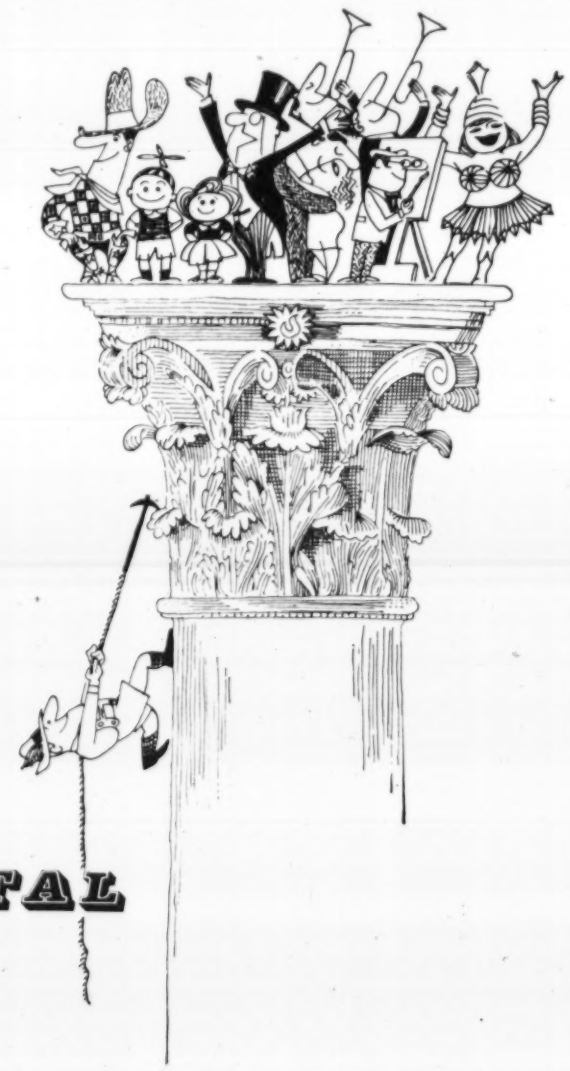
Garry Moore will return to CBS Radio after an absence of nine years in a "talk" show Monday through Friday, 10:30-10:40 a.m., EDT, starting Sept. 28. The program will be written by Mr. Moore and will feature Durward Kirby. Niagara Therapy Mfg. Co., Adamsville, Pa. (George L. Mallis Inc.), the only sponsor so far, bought half the show.



CHRISTMAS DISPLAY—*An actual Noma Lites Christmas decoration, fully illuminated, will be displayed on outdoor boards for the first time this year. The idea was created by Paul-Phelan Advertising, Noma Lites' agency, and E. L. Ruddy Co., Canadian outdoor company.*

Ralph Head to SCI

Ralph E. Head, formerly vp and director of marketing at Batten, Barton, Durstine & Osborn, has joined Sales Communication Inc., New York, as marketing executive on the agency's grocery accounts.



PEDESTAL

TELEVISION is virtually all things to most Americans—teacher for the intellectually curious, boon for the spectator sportsman, nirvana for the shut-in, whipping boy for the snide, frigate for the vicarious traveller. It's a love-story in the early afternoon, a nursery in the late, a news bulletin anytime. It's a walk in the park, forum for the thoughtful and microscope slide for political candidates. It's an empathetic counsellor, a weather report, a shot in the dark and a trek across hostile Indian country. It's jazz at the Philharmonic and a Verdi opera.

And yes, to some, unfortunately, it can be too many spots back-to-back, or a quiz show with omniscient contestants; to others, a tired old Class B movie in place of creative local programming and public service.

To us, television is a medium with endless vistas and inherent responsibilities. We try to meet those responsibilities wholeheartedly and with imagination. Our audiences—and the number and calibre of our clients—give us reason to believe we are achieving that goal.

Responsibility in Broadcasting

THE CORINTHIAN

* if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

and still like a good deal on price

if you need prints *right now* when you need them . . .

you, sir, are a *natural* to do business with QPC*

write for samples and price list!
(or phone, it's quicker)

*
QUANTITY PHOTO CO.
119 W. Hubbard St., Chicago 10, Ill
SUperior 7-8288

Lynn Ellis, Adman, Adviser to Agency Heads, Dies at 78

(Continued from Page 3)

a one-man shop; it had 36 people when he left. It was in the Cleveland office that he met Mary Barstow, to whom he was married in 1926. Mrs. Ellis (The Mary B. of much agency correspondence, since she edited "AQA") is the sister of Dorothy B. McCann, wife of H. K. McCann, retired chairman of McCann-Erickson.

■ Over the years the Ellises helped to establish five national agency networks, turned out more than 50 management books, including "Why Too Many Agencies Die Young and Too Many Older Ones Lose Money"; built a "Management Museum" and consulted in person, by telephone, and by photocopies and recordings.

■ Mrs. Ellis plans to continue the business.

It was Mr. Ellis' view that agency management is dull, deadly, plugging routine—"something you have to do in the agency business if you are going to make money." He also thought that creative temperaments in the agency business were poorly adapted for management—"not fitted to the quiet thoughtfulness and deep thinking that is necessary to agency management. Most agency men manage because they have to."

Last year Mr. Ellis noted that more agencies were being established in small cities and suburbs; more than half the agencies in the Standard Advertising Register were in 410 cities, he commented, with 221 of the cities showing only one agency. He calculated at that time that 90% of all agencies have 14 or fewer employes, and that about two-thirds have from one to six employes.

■ He also got into the California controversy over licensing agencies, commenting wryly that licensing advocates were "just talking through their hats" and that "smaller California agencies have been agitating the idea of agency birth control by the license route for at least 29 years." #

RICHARD SLAID TINCHER

NEW YORK, Sept. 15—Richard Slaid Tincher, 52, classified advertising manager of the *New York Daily News*, died Sept. 6 in his home in Darien, Conn.

Mr. Tincher, formerly western advertising manager of the *News* in its Chicago office, had been with the newspaper 35 years. Among his survivors is a son, Thomas A., who is a classified advertising salesman for the *Chicago Tribune*.

'Reader's Digest' Offers Merchandising Plan to Advertisers

(Continued from Page 3)

for schedules of fewer than six pages to $250 per page for schedules of 12 or more pages.

For the *Digest's* metropolitan New York edition, starting in April, 1960, combined credits range from $150 per page for under six-time frequency to $200 per page for frequency of 12 or more pages.

According to George Wallace, director of merchandising of the *Digest*, allowances may be used for any merchandising materials or services supplied by the *Digest* or for materials and services "mutually agreed upon." These include merchandising kits, in-store and point of sale displays, direct mail promotion and other merchandising aids.

Mr. Wallace said also that accumulated credits can be used toward space and production costs in advertising in trade publications, provided ads are okayed by both the *Digest* and the advertiser. #

Milwaukee Women's Adclub to Host Midwestern Meeting

The Women's Advertising Club of Milwaukee will be host to a three-day Midwestern Intercity Conference of Women's Advertising Clubs Oct. 23, 24 and 25 at Oakton Manor on Pewaukee Lake, 22 miles west of Milwaukee.

About 150 delegates from 10 women's advertising clubs are expected to attend, according to Lorry Lesener, general chairman. The first Midwestern Intercity Conference was held in 1934.

Klemtner Names Joann Kirchner

Joann Kirchner has been appointed media director of Paul Klemtner & Co., Newark. Miss Kirchner joined the agency last year in media research.

KHOU-TV HOUSTON (CBS-TV *Spot Sales*)
KOTV TULSA (*Petry*)
KXTV SACRAMENTO (*H-R*)
WANE-TV FORT WAYNE (*Petry*)
WISH-TV INDIANAPOLIS (*Bolling*)
WANE-AM FORT WAYNE (*Petry*)
WISH-AM INDIANAPOLIS (*Petry*)

STATIONS

DON'T MISS THE BIG PARADE IN BOSTON MASS.

Boston is bustin' out all over with new homes, new industry and new urban development! Since the end of World War II, more than 91,000 new dwellings (including a new home for the Boston Globe) have been constructed in metropolitan Boston, a densely populated area of 40 cities and towns with some 600,000 families. This makes metropolitan Boston first in the country in Family Consumer Spendable Income with an average of $8,540. That's $2,669 more than the national average.

Boston is the sixth largest market in the United States. Its 4 billion dollar total in retail sales tops the combined retail sales of Maine, New Hampshire and Vermont. A contributing factor is Boston's leadership in the development of outlying shopping centers, four of which are among the largest in the country.

Industrial growth in and around Boston is a joy to behold. Along Route 128 (which runs from Boston's North to South shores) 220 new plants and factories have been built in recent years. Presently, 95 new business facilities are nearing completion or already completed in Boston. Leading the way in Boston's urban redevelopment program is the 100 million dollar Prudential Center—a 31 acre business, cultural and residential project now being constructed.

In addition to being state capital and county seat, Boston is also a wholesale, educational and research center. Its fifteen colleges and universities and nine technical and professional schools have made it an ideal location for many scientific and engineering development firms.

If you want your share of the big boom in Boston, the Boston Globe and PARADE will give it to you. Each Sunday they call on nearly half of all Boston homes. Each Monday they begin to move goods off dealers' shelves.

How Big is PARADE in BOSTON?

Per cent of families reached

POST...11% LOOK...12% LIFE...16%

PARADE...47%

(CORPORATE LIMITS)

Represented Nationally by—Cresmer & Woodward, Inc. (New York, San Francisco, Los Angeles) . . . Scolaro, Meeker & Scott (Chicago & Detroit) . . . The Leonard Co. (Miami Beach, Florida)

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching 9½ million homes every week.

PHOTO REVIEW

GEMEX DISPLAY—*This new motion display for Gemex watch bands features a slowly rotating drum. The watch bands are reflected in an angled mirror. Light from within drum serves as an eye-catcher, and also serves as night light for dealer.*

Willens Hockaday Findlow Schruth Foster J. West Wolff R. West Sherman

TOWN COUNCIL—*Her Honor, the new mayor of Ulcer Gulch, Ariz. (Anne Foster, copywriter at J. Walter Thompson Co.) poses with members of the new town council: The tax collector (Margot Sherman of McCann-Erickson); Justice of the Peace (Ruth West of Warwick & Legler); Fire Chief (Janet Wolff of JWT); U.S. Marshal (Jackie Agnew West of Cunningham & Walsh); Housing Commissioner (Nan Findlow of JWT); Gambling Commissioner (Margaret Hockaday of Hockaday Associates), and president of the Chamber of Commerce (Doris Willens, ad columnist for the New York Journal-American). The gent in the picture is Pete Schruth, ad director of The Saturday Evening Post. The Post gave away the ghost town of Ulcer Gulch as first prize in its contest for ad execs.*

Amsz Fretwell Christensen

CONVIVIAL SOULS—*Socializing at a lighter moment of the Pet Food Institute are Joe Amsz and Gordon R. Christensen of Red Star Yeast & Products Co., Milwaukee, and F. P. Fretwell, Spartan Grain & Mill Co., Spartanburg, S. C. Mr. Fretwell is a new member of the PFI board of directors.*

Sawyer Dingfelder Nevin Tabibian
Robertson Barry Berner

ANA SPEAKERS—*Horace R. Barry, of Nestle Co., chairman of the Assn. of National Advertisers' sales promotion workshop, Sept. 17, poses with six of the eight speakers for the event: Edward G. Sawyer, General Foods Corp; Richard B. Dingfelder, Scott Paper Co.; William M. Nevin, Compton Advertising; Edward Tabibian, Colgate-Palmolive Co.; Ralph C. Robertson, B. T. Babbitt Inc.; and Fred Berner, Market Research Corp. of America. Other speakers at the meeting who are not pictured were William C. Nigut, William C. Nigut Co., and LeRoy M. King, Food Topics.*

Harty Sharp Wood Bryant Freeman Billings Yellowlees Wardell Borendame

NEW ASSIGNMENTS—*Revamped duties were detailed recently to vps of National Industrial Advertisers Assn. by H. I. (Hi) Harty, NIAA board chairman, and advertising manager of Wolverine tube division of Calumet & Hecla. Officers who will implement new functional committee plan are Jay M. Sharp, Alcoa, vice-chairman; J. F. Wood, Jones & Lamson Machine Co.; Charles A. Bryant, Baroid division, National Lead Co.; John C. Freeman, NIAA president; George D. Billings, G. H. Tennant Co.; T. A. Yellowlees, Canadian General Electric Co.; Charles C. Wardell, Hyatt Bearings division, General Motors Corp., and James E. Borendame, Acme Steel Co., all vps.*

COY MCCOY—*Solidly backing up popcorn in this photo is Pat McCoy, the Popcorn Institute's 1959-'60 Popcorn Princess. She's involved in the institute's promotion for Popcorn Week Oct. 25 to Nov. 1 (AA, Sept. 14).*

a winner every time!

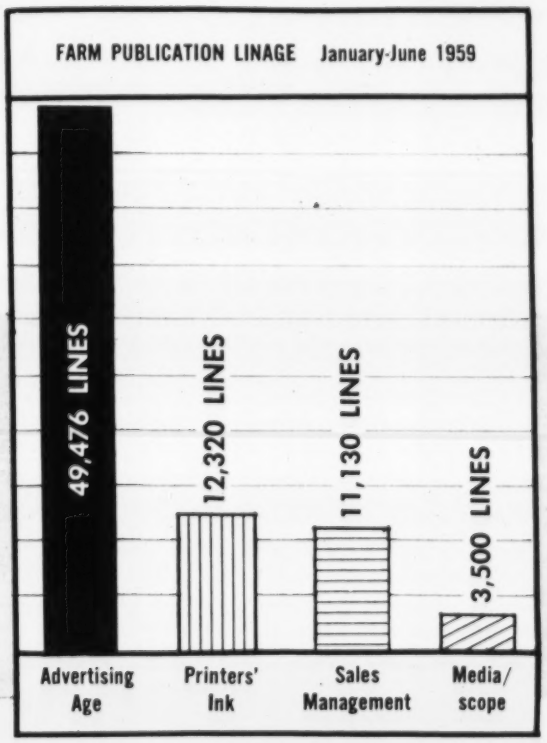
Advertising Age
May 5, 1958
Volume 29 • Number 18
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE. 7-5200
NEW YORK 17
THE NATIONAL NEWSPAPER OF MARKETING
ON FARMS
Despite Drought, Surplus . . .
Farm Income Rises,
Crops Hold in '58

That's Ad Age's position in the amount of farm paper promotion carried in the advertising trade press for the first 6 months in 1959—*first in linage—first in number of pages!* Almost 65% of the total linage placed by all farm publications appeared in Ad Age. Ad Age carried twenty-one more pages—king size pages—as against the regular size pages of the number two paper. No matter how you measure it, linage or pages, Advertising Age is the winner again.

These same comparisons were true for the years 1956, 1957 and 1958. It's an old but convincing story, Ad Age is the first choice for farm publications with market and media values to sell every year.

There are many reasons for this consistent leadership. Advertising Age offers its advertisers the greatest-in-history circulation of over 47,000 paid subscribers. It offers a total weekly audience of 177,660 readers—plus a quality and intensity of readership unmatched in the world of advertising and marketing.

Ad Age's circulation, readership, editorial quality, linage leadership and advertiser acceptance—are your guideposts to the one best market place to register your media or service story. If you want to reach most of the advertiser and agency decision-makers responsible for farm marketing programs, look to Ad Age. These decision-makers do every Monday.



By their use of Ad Age during the period from January to June 1959, these outstanding Farm Publications indicated their recognition of the unmatched circulation and readership of Advertising Age in the advertising and marketing world.

Agricultura de las Americas & World Farming
Capper-Harmon-Slocum
Capper's Farmer
Dairy and Beef Breed Publications
Farm Journal
Farmer-Stockman
Kansas Farmer
Michigan Farmer
Midwest Farm Paper Unit
Missouri Ruralist
Montreal La Ferme
National Live Stock Producer
Ohio Farmer
Pennsylvania Farmer
Poultry Tribune
Prairie Farmer
Progressive Farmer
State & Local Farm Papers
Successful Farming
Wallaces Farmer
Weekly Star Farmer
Western Horseman
Wisconsin Agriculturist

ABC ABP NBP

1 Year (52 issues) $3

important to important people

200 E. ILLINOIS ST. • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, N. Y.

Lowe & Stevens Appoints Two

Ross E. Hancock Jr., formerly with Marschalk and Pratt, Atlanta, has joined Lowe & Stevens, Atlanta, as a copywriter. Donald S. McKelvey, who has been with the agency since 1951, was named copy supervisor.

Coverage, Impact, Results!

You get them *all* in The Star, first choice paper in Montreal's English market.

Market data on request.

The Montreal Star

Represented nationally by O'Mara and Ormsbee Inc.

International Charge Universal Credit Card Bows in West

LOS ANGELES, Sept. 15—International Charge Inc., a new consumer shopping credit service, now plans to go national, following a successful test in Hawaii and an introductory campaign in California.

The service is described as "a universal charge account plan that eventually will allow the average family to buy everything from alphabet soup to zebra saddles" without laying out cash. The card will be "readily acceptable at the corner store or on a 3,000-mile vacation trip," according to the company.

Consumers using the credit card will be billed for such purchases, wherever they are made, in one bill at the end of the month. No charge will be made if the bill is paid within 25 days of receipt of the bill. If the card holder desires, he may make payment over as much as a 10-month period, and pay a service charge.

■ Merchants can get immediate credit to their accounts through the use of sales slips placed in sight draft deposit envelopes at their regular banks. In making the deposit, the merchant discounts his sales slips by 6%, which covers the cost of his participation. However, quarterly reviews are made of each merchant's average sale per customer, and refunds given on a sliding scale.

International Charge starts with the advantage of being a subsidiary of Seaboard Finance Co., which has 550 offices nationally, and assets in excess of $300,000,000.

When the service was started in California this past month, credit cards were sent to more than 250,000 people. This list was basically one of people whose credit had been established with Seaboard. Nationally, Seaboard has close to 1,500,000 such qualified prospects, who will be getting cards as International Charge expands into national operation.

■ The opening in California was started late in August, following a successful six-month test in Hawaii. Supplementing the mailing of the credit cards, an advertising campaign was launched to attract additional users and to sell merchants on the service.

Supplementing the card mailing, a series of four page ads are running in metropolitan dailies and some secondary newspapers. These are headlined: "Coming soon," "To all merchants and professional men," "Introducing," and "Look for the emblem."

Coming Soon—
The FIRST new and DIFFERENT Charge Card for the American family
CREDIT CARD
GOOD COAST-TO-COAST, in CANADA and HAWAII
International Charge, Inc., is the FIRST charge card with revolving credit privileges which will allow Mr. and Mrs. America to buy and say "charge it" in thousands of stores, shops and services at home or when they travel. International Charge is DIFFERENT because here is a credit card for practically ALL FAMILIES to buy ALMOST EVERYTHING ...with a monthly charge plan or revolving credit if desired.
There is No Membership Fee
ACCEPTED HERE
Watch for Additional Details
INTERNATIONAL CHARGE, INC.
SERVICE OFFICES

An extensive radio campaign calls for at least three spots a day on a list of radio stations varying according to market size; in Los Angeles 14 stations are being used, in San Diego, three.

As now set up, the introductory campaign is on a 42-day basis, which covers the training of sales personnel to contact merchants, and the duration of the ad schedule. This pattern is now also being followed in Salt Lake City, Chicago and Detroit, and will be used as additional areas are entered. Present plans call for entry into East Coast markets by Nov. 1.

Headquarters are in Los Angeles. The company will have service offices in San Diego, San Francisco and other western metropolitan centers, and plans offices in Chicago, Philadelphia and New York.

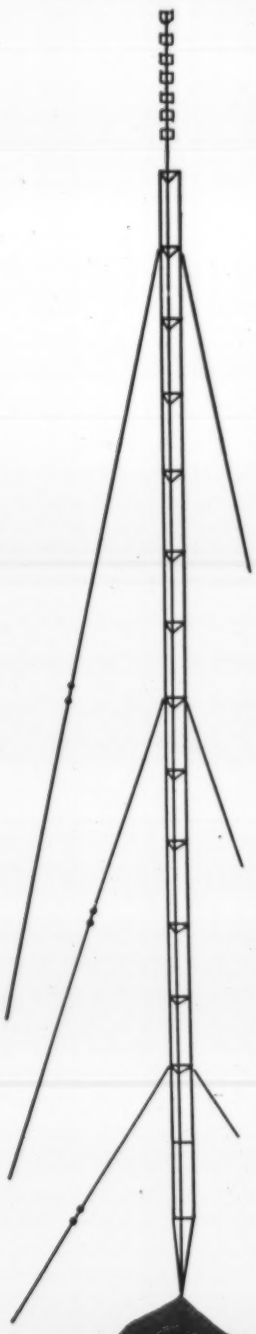
Frank Bull & Co. is the agency. #

Sylvania Names Simon

David H. Simon has been appointed advertising and merchandising manager of special tube operations, Sylvania Electric Products, Mountain View, Cal. Mr. Simon joined Sylvania's special tube operations in 1957.

Hanna Joins Craig & Webster

Paul Hanna, formerly art director of E. D. Kramer Co., Los Angeles, has joined the art staff of Craig & Webster Advertising Agency, Lubbock, Tex.

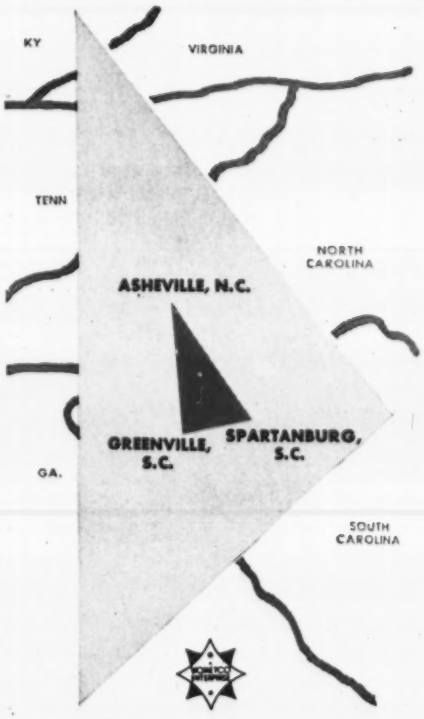


Highest tower in the south

WLOS-TV IS THE MONARCH OF ALL THE SURVEYS!

NO MATTER WHAT MEASUREMENT SURVEY YOU PICK, YOU'LL FIND WLOS-TV REIGNS SUPREME IN THE RICH, 62-COUNTY, SIX-STATE CAROLINA TRIAD!

According to NCS #3, only WLOS-TV *delivers* all of this *billion-dollar-plus* market. It has the highest total circulation, including the largest nighttime weekly circulation. ARB credits WLOS-TV with airing 7 of the Triad's top 10 programs. And Nielsen shows WLOS-TV in first place in daytime television every day of the week. Have your PGW Colonel show you what WLOS-TV can do for your clients in the Carolina Triad!



towering new force in Southeastern TV

abc WLOS-TV

Unduplicated ABC in Greenville • Asheville • Spartanburg

WLOS AM-FM

Represented by: Peters, Griffin, Woodward, Inc. • Southeastern Representatives: James S. Ayers, Co.

COLORFUL "Lusterchrome" POSTCARDS ATTRACT THE EYE

Advertise Your Products with POST CARDS IN FULL NATURAL COLOR

Reproduced from Color Transparencies

The LOW COST of the NATURAL COLOR POST CARDS will amaze you.

Samples and prices on request.

DEPT. A

TICHNOR BROTHERS, INC.
1249 Boylston Street, Boston, Mass.

Davis Tendrich Rambo

BIG AD—*William Y. E. Rambo, ad manager of Proctor Electric Co., and Francis J. Davis, Proctor sales manager, discuss with Max Tendrich, Proctor account executive and vp of Weiss & Geller, the four-color, three-page cover gatefold scheduled for the Nov. 30 Life, part of a $1,000,000 drive for irons and toasters (AA, Sept. 14).*

Farm Paper Ad Must Improve Two Ways to Attract, Hold Reader, Barger Study Shows

CHICAGO, Sept. 15—Factors important for gaining high notability and readership for ads were discussed by Cecil Barger, farm creative director of Aubrey, Finlay, Marley & Hodgson, in a talk yesterday at the first fall meeting of the Chicago Area Agricultural Advertising Assn.

Speaking on "An Analysis of Readership Studies on Farm Equipment Advertisements," Mr. Barger discussed results of a study he recently completed on farm equipment advertisements published over a five-year period (1954-58). The study covered more than 500 ads in 78 issues of 12 farm magazines, four of them national.

Page ads were broken down into four categories, high noted-high readership, high noted-low readership, low noted-high readership, and low noted-low readership.

■ Factors important for obtaining high notability and readership included a clean layout, a working illustration in which the reader could inject himself, headlines telling of news, benefits, or solutions to problems, copy written from a farmer's viewpoint and, "most important of all, a good basic message," the study showed.

Other factors appearing often were specific claims, size of the ad—the larger the ad the larger the notability and readership—and the use of color. B&w ads showed the same percentage of readership as two-color ads, but four-color ads showed a 35% increase over b&w ads.

Ads classified as high noted-low readership tended to be wordy or unbelievable, had non-specific claims and didn't follow through with their messages.

In the low noted-high readership category, ads contained weak headlines and/or cluttered layouts, or the message was hidden.

Characteristics found in the low noted-low readership category included non-specific claims, copy not written from the farmer's viewpoint and weak headlines. #

Rockford Club (Nee NIAA) Cuts Dues

ROCKFORD, ILL., Sept. 15—The Rockford chapter of National Industrial Advertisers Assn., which last week withdrew from the NIAA (AA, Sept. 14), has been reorganized as the Rockford Advertising Club.

It hopes to extend its membership beyond the purely industrial field but still intends to be primarily an organization for advertisers who sell to other businesses, AA was told.

Dues, which were $30 ($25 for NIAA nationally and $5 for the local organization), have been reduced to $20, all to be retained locally.

D. M. Morris, president of the club, told AA that there was a misunderstanding about his comments last week (AA, Sept. 14). The (then) Rockford chapter had four members at the last NIAA national conference in San Francisco, he said, including one who participated in a panel. His comment about "supporting a delegate to the convention" was meant to refer to the NIAA board of directors' meeting in New York and not to the national convention, he said. #

'Inquirer' Series on Khrushchev Book Draws Reprint Requests

The *Philadelphia Inquirer's* series on Nikita Khrushchev's book, "For Victory in Peaceful Competition with Capitalism," which began Sept. 8, has drawn requests from more than 50 U.S., Canadian and foreign newspapers for permission to reprint (AA, Sept. 14).

Among those interested are the *Boston Globe, Chicago Daily News, Detroit News,* the Hearst newspapers, *Houston Post, France-Soir* of Paris and the *London Daily Mail.*

SWINGLES.
CUSTOM MADE
ONLY $58
U.S. only
the JINGLE MILL
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.
Put this record to work for you. Write, wire or call
THE JINGLE MILL
201 W. 49 St. N.Y. 19, N.Y. PLaza 7-5730

to SELL today's multi-billion dollar public school market you must tell the BUYERS

THE Nation's Schools

FOR 31 YEARS THE NATION'S SCHOOLS, alone among school administrative magazines, has delivered a concentrated editorial service to the BUYERS in the public school market — the chief administrators and their administrative assistants — a service undiluted by any attempt to serve nearly two million others (teachers, operating department heads, board members, custodians, librarians) participating in public elementary and secondary education.

ON THIS SIMPLE FORMULA, THE NATION'S SCHOOLS, for 23 consecutive years, has been wanted by more BUYERS than any comparable magazine — for 16 consecutive years, most wanted by SELLERS to the public school market. Now, leading by the greatest margin in history, THE NATION'S SCHOOLS carries more advertising than the second and third magazines combined. Here's the advertising record for the first eight months of 1958 and 1959:

	1958 (pages)	1959 (pages)
THE NATION'S SCHOOLS	840	981
The School Executive—Educational Business	736	576
School Management	224	388
American School Board Journal	286	253

to get into the nation's schools, get into THE NATION'S SCHOOLS

in today's multi-billion college market—

college AND UNIVERSITY business

the ONLY magazine that serves BUYERS in the college market

to SELL you must tell the BUYERS

MOST OF THE PROBLEMS of formal education at the college and university level are identifiably unique and distinguishable from problems in all other sectors and echelons of education. The BUYERS in higher education are the business officials and their business staff executives—purchasing agents, superintendents of buildings and grounds, directors of housing, food service, and student centers. Only COLLEGE AND UNIVERSITY BUSINESS serves these interests with a highly concentrated, demonstrably effective editorial program.

publications of F. W. DODGE CORPORATION

The Nation's Schools and College and University Business are published by The Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Ill.

An RCA idea comes to LIFE

"Our Christmas insert bound into LIFE answered a lot of marketing problems at a critical time . . ."

Put yourself in RCA's shoes. The Christmas season is coming up—your biggest selling season of the year. You want to go all-out advertising and promoting 85 items. You want strong dealer support —instantaneous sales action.

Let Ralston H. Coffin, RCA's Advertising & Sales Promotion VP tell you the story.

"We felt that the boldest, and at the same time simplest, thing we could do would be to get an inviting insert of RCA products directly into the hands of our most likely Christmas prospects.

"This we did by means of a 12-page, four-color, removable insert in the Dec. 1, 1958 issue of LIFE. We stood out dramatically in a thick, holiday-packed issue, and the results were remarkable: our agency's research showed that 9,030,000 people saw our advertisement; 2,170,000 people removed it. The impact on sales was electric. This advertisement continued to pull months after it ran.

"All in all, it was a very pleasant shock, and that's why we're running another 12-pager in the November 23 issue this year."

RCA's selling idea came to life in a big way because LIFE readers are *receptive to ideas*. Thirty-two million strong, they are alert, eager to buy. Great people to know—Christmastime or *any* time.

RADIO & TV	ADV. REVENUE
LIFE	$2,009,720
Post	890,369
Reader's Digest	613,654
Time	498,730
TV Guide	428,279

Source: PIB (Jan. July 1959)

Effectiveness is a fact of LIFE

Feature Section

Advertising Age

Guess Which in Leber's BIZ QUIZ

Weiss Discusses Retail Income Sources

More About Design from Armstrong

Tyler Picks August's Ten

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Too Much Niggling Criticism for Report Purposes? . . .

TV Program Head Decries 'Cold War' Between Producers and Admen; Asks More Sympathetic Understanding

At the second annual Summer Workshop on Creativity in Advertising sponsored by Advertising Age, William Dozier, CBS-TV vp in charge of programs in Hollywood, voiced a long-standing gripe against interference with programs by advertisers and their agency representatives. A man with 24 years' experience in pictures and no previous experience with advertising when he got into tv, Mr. Dozier quickly ran into trouble—trouble which he now says can easily be avoided if all elements respect the attempts of others to produce the best, most pleasing show.

By William Dozier
Vice-President in Charge of Programs, CBS-TV, Hollywood

Unlike most of you, I was not reared either in the broadcasting or the advertising business.

I often envy those of my associates in broadcasting, and those of my friends and acquaintances in advertising, who were conceived in media—born in radio—and reared in radio and early television. With a rich heritage in advertising and broadcasting, most of their new problems are merely extensions or variations of similar problems met in previous incarnations.

And I am sure we shall all readily agree that the interweaving of advertising and broadcasting *can* sometimes present very difficult problems.

■ I often feel, however, that this very nearness to the problems arising from the relationship between advertising and broadcasting is what frequently clouds the perspective and therefore tends to blur the vision. Fortunately or unfortunately, and I suppose it would require several hours of introspection to determine which, I came into our business fresh from the motion picture business, and "fresh" is exactly the right word.

In the picture business, as you know, there *are* no advertisers and no advertising agencies. A producer, or production company, elects to spend a half million, a million, or several million dollars on a picture negative, plus almost an equal amount on prints and advertising—advertising the film itself—*not* a product or corporate image being sold by the film. This film is then offered directly to the public, by whom it is either accepted or rejected, and in varying degrees of both. It's an entirely different world.

When I was tabbed for baptism into television broadcasting, I was of course aware of the existence of advertisers and their agencies, and in a general sense with the ways in which they fitted into the broadcasting scheme of things. But the first big surprise which awaited me on Madison Ave. was the discovery of the scope and precise roles played by the advertiser and particularly by his agency representative.

And I must say, on reflection, and we have discussed it among ourselves to our considerable amusement many times since, my immediate superiors were something less than thorough in preparing me for what I was to discover were some of the facts of broadcasting life. I wasn't even told about the Madison Ave. equivalent of the "birds and the bees." And what a baptism I had!

I did know something about the production of entertainment, so I soon became executive producer of dramatic programs for CBS-TV in New York. At that time we had on our schedule such early dramatic staples as Studio One, Suspense, Danger, Casey, Crime Photographer, and soon afterward the tv version of You Are There.

Crisis Pops Up

One week after I was superimposed on the operation of dramatic shows, a crisis arose with the agency involved with one of them with respect to a story the producer and I thought should be on the schedule. The agency thought not. No, they had no contractual story approval in behalf of their client, except as to policy and good taste, but I was to learn that didn't matter very much.

They didn't want this story because one with a similar theme had elicited what they referred to as a "flock" of letters of protest from viewers when it was presented a few months earlier. When I timorously inquired how many letters constituted a "flock" (and was fully prepared for a three or four digit figure) the reply was—"at least five or six."

■ At this point, I blew my untutored lid. One thing led to another, and finally I believe I made the arrogant observation to the agency representative that we would not dream of suggesting to him how to write an ad for his client's product—so would he please not suggest to us how to develop this story in a suitable manner for television audience acceptance.

Then everything hit the fan. Phone-calls buzzed back and forth like mad. Long letters were exchanged. By comparison, the Dreyfus case became a ping pong match. Demands were made that I be summarily fired . . . *et cetera—et cetera —et cetera*. Now you'll have to admit I was off to one hell of a start!

■ Well, the legendary cooler heads prevailed, the agency man and I both survived, and so did the program for several more years.

But I believe that conspicuously inharmonious beginning of my personal relationship with the advertising fraternity is what has since caused this very relationship, on a broad basis, to be one of very special interest and incalculable satisfaction to me. And as I have carefully watched this relationship in operation throughout the intervening years, both on my part and in the activities of my confreres, I have naturally formed a few impressions.

Watching the Hackles Rise

I have sat in scores of meetings with show producers and executive program personnel and have watched the hackles rise as issues became joined between agency representatives of the advertiser, of the men and/or women responsible for the actual production of the programs. I have marveled at times to see how, almost automatically, battle lines were drawn—statements were made—"for the record" . . . followed by an exchange of interminable letters, also "for the record."

A Featured Presentation From the Second Annual
Summer Workshop on Creativity in Advertising
Sponsored by Advertising Age

I can recall, for example, when the opening show was scheduled for Playhouse 90. It was to be based on the provocative novel by Pat Frank—"Forbidden Area." You will remember this was the story of a super-secret military group whose primary function was to study the behavior patterns of Soviet Russia. They came to the conclusion that the Soviet planned to attack the United States on a given date. The story then proceeded to show their frustrating efforts to alert the U.S. military to this danger.

■ The representatives of one of the advertisers were extremely distraught and brought great pressure to bear, starting with the first draft of the script and continuing right through dress rehearsal, to modify and tone down what they considered an alarming, sensational, war mongering program, and particularly one which would embarrass and offend our armed forces. They were dissatisfied and unhappy with the show even as it went on the air.

Following the broadcast, CBS received a request from the United States Air Force for kinescope prints of "Forbidden Area" to be circulated among personnel of the Strategic Air Command as soon as possible. These kinescopes became required viewing for SAC thereafter.

■ On another dramatic series we once scheduled a show with a Jewish hero. We were admonished by the client's representatives not to do it because, in their opinion, it would be very offensive to the Jewish race and would alienate its members from the client's products. Somehow or other we managed to get it on the air. It won both the B'nai B'rith and Brotherhood television awards for that season.

On one of our most successful western series, the season before last, an agency executive wrote a letter to the producer urgently requesting and even insisting that he not produce a certain episode as it was in his opinion the worst western script he had ever read and, to quote him, "full of caricatures, clichés and bad writing." The program *was* nevertheless produced and subsequently won for the author the Screen Writers Guild award for the best television western script presented during that season.

■ Now I am the first to admit, and I can prove it out of my own experience, that mistakes in judgment, particularly in the entertainment field, are easier to make than almost any in the book. And producers on every series have had their share of what we call "bagels."

In each of these cases cited above, and they are by no means singular, I am certain the parties involved were completely sincere and well-intentioned, and

believed they were properly protecting the interests of their respective clients. But *were* they? Were they not rather thinking only of the immediate problems and their own special interpretation of them, and perhaps without even admitting the possibility of faulty judgment; and completely losing sight of the long range stature, integrity and therefore the long range success of the shows involved?

The Important Point

But the important point is when crises arise, in the form of a divergence of opinion, and arise they must, their solution is too often approached in an atmosphere of hostility and against a background of *opposing* factions, instead of on a basis of partnership, *no* two sides; *no* battle lines, *one* common cause—a good show, a successful show—for the advertiser, for the agency, *and* for the producer. Plus, and *most* important, a good show also for the public.

Unquestionably, the most successful television shows are the result of a harmonious and compatible operation among the advertiser, the agency, and the producers. In my observation, when the seeds of antagonism and hostility between these factions are sown or allowed to fertilize early in the life of a program, the program is almost invariably doomed to eventual failure.

And it isn't necessary that these seeds of antagonism and hostility be allowed even to *incubate*.

No producer of a television show ever sets out to do a bad show, and he should never be suspected of doing so. There are, nevertheless, plenty of bad ones . . . but the *determination* is always to be good; and it is difficult enough to be good, in the face of today's competition, when all interested parties are pulling together and cooperating to the utmost, fully mindful of one another's problems and responsibilities and amply respectful of one another's motives.

I can state honestly that on countless occasions I have seen solid, constructive professional and very helpful suggestions in creative programming emanate from agency representatives. I have also seen niggling criticism, petty and obvious suggestions, made almost entirely for the purpose of weekly reports of activity to clients. You are as familiar with these abuses as I am.

■ In the June issue of *Television Magazine*, in a round-up article titled, "The TV-VP and Agency Man in Evolution," Henry Fownes, the television head of one of the large advertising agencies, is quoted as follows:

> "The trouble is there are too many people in the talent end of the agency business trying to second-guess, to anticipate, to run needless interference so as to give the client the impression that the advertising agency, looking for a means to justify the 15%, is doing its job."

In the same article, and again on the subject of agency control of programming, Dan Seymour, tv head of another top agency, is quoted as follows:

> "You get and deserve control only when your agency makes a positive contribution to whatever product it is working with."

■ And in the same article, Tom McDermott, then tv head of another top agency and now executive vp of a large independent tv production company (Four Star) was quoted thusly:

> "The minute a program begins to founder, some agencies begin unscrewing the light bulbs, firing the ushers and closing the theater. They don't try to analyze what went wrong."

These are the words of members of your own ranks—not my words.

Agency Has Important Place

There is no doubt about the value to an advertiser of intelligent and competent advertising representation. There is likewise no argument that an agency, if it is to discharge its responsibility to the client, must try to make a contribution to whatever television program the client has on the air.

This contribution can be in terms of selection of the program, or in terms of suggestions or constructive criticisms to the creative producers of the program. The agency must also seek to protect the client from whatever pitfalls might beset him in the course of his television experience.

I believe it is possible, nevertheless, for an agency to over-protect the client, and to be so inordinately conscious of minutiae as to be unable to see the woods for the trees, and therefore unable to help insure the long range dimension and success of the program.

■ We are all familiar with such instances as the representative of an electrical manufacturer not approving a show based on Rudyard Kipling's classic, "The Light that Failed," simply because it might have implied that every electric light bulb produced by this manufacturer was destined for inevitable darkness; when the title on a one-shot dramatic program was ordered changed from "Strike a Blow" to "Deal a Blow"—simply because the word "strike" might have caused severe "labor repercussions" in the advertiser's plant.

Then there was the account man on one of the tv productions of "Hamlet." Following the dress rehearsal he rushed up to the producer-director and complained about the grimness of the ending. His exact words were, "Gosh, I didn't know the King got it too." Theatrical tradition for several hundred years luckily overruled him, but for a moment the producer-director felt very much like adding another corpse to the collection on the studio floor.

■ These are not extreme cases, nor are they unique; you all know of dozens like them, and I am sure each was induced by sincere motives and considerations of complete client protection. Whether this kind of protection is necessary, or whether it serves only to make us all a little more ridiculous at times in the eyes of the public, I am certainly in no position to decide nor would I attempt to do so.

I do know we must never allow ourselves to make the mistake of underestimating the intelligence of our audience. I can remember several years ago, when the motion picture business was riding high and could do no wrong, the industry lived by the maxim that the average intelligence of the movie audience was that of a twelve-year-old. This proved to be one of the shiniest shibboleths and most destructive booby-traps in the history of Hollywood.

■ On the other side of the coin, I have seen producers tax the patience of agency men absolutely to the breaking point and make it almost impossible for them to discharge their responsibilities to their client. Such practices and abuses must be *equally* deplored.

This type of "agency baiting," and it is by no means uncommon, is the occupational pastime of too many producers and writers, and is patently unfair to an otherwise conscientious agency representative trying to do his job the best way he knows how. Producers should not try to "get away with" elements in their shows which they know, or should know, are inimical to the special interests of the advertiser or in violation of the standards of good taste.

The basic responsibility for the content of his show measuring up as being good for the advertiser and good for the public is squarely on the shoulders of the producer; and it is no mark of an astute or clever producer who will seek to shift this responsibility to the advertiser or his agency.

No Basic Incompatibility

We have read the testimony of a half score of top agency men who appeared recently before a committee of the Federal Communications Commission. These men comprised the cream of the advertising agency fraternity, and I believe to a man they represented in these hearings a major credit to their profession. They all stressed the importance of advertising agencies remaining close to the production of their clients' programs and making whatever contribution they could to their creative content. This is as it should be, as I have observed before.

In their testimony these men also emphasized the importance of the networks retaining control, not only of the composition of their television schedules, but also of the creative elements of their own programs. This is also as it should be. And are these two objectives incompatible? I think definitely not.

Surely the networks, if they are to discharge their responsibilities not only to their stockholders but also to the American public, must be allowed to make the final determination of what are the best possible programs in the best possible pattern and with the best possible scope and variety, and this determination must be made, and *is* made, without any reference to or consideration of the degree of financial interest the networks may or may not have in the programs themselves.

But getting back to the specific area of

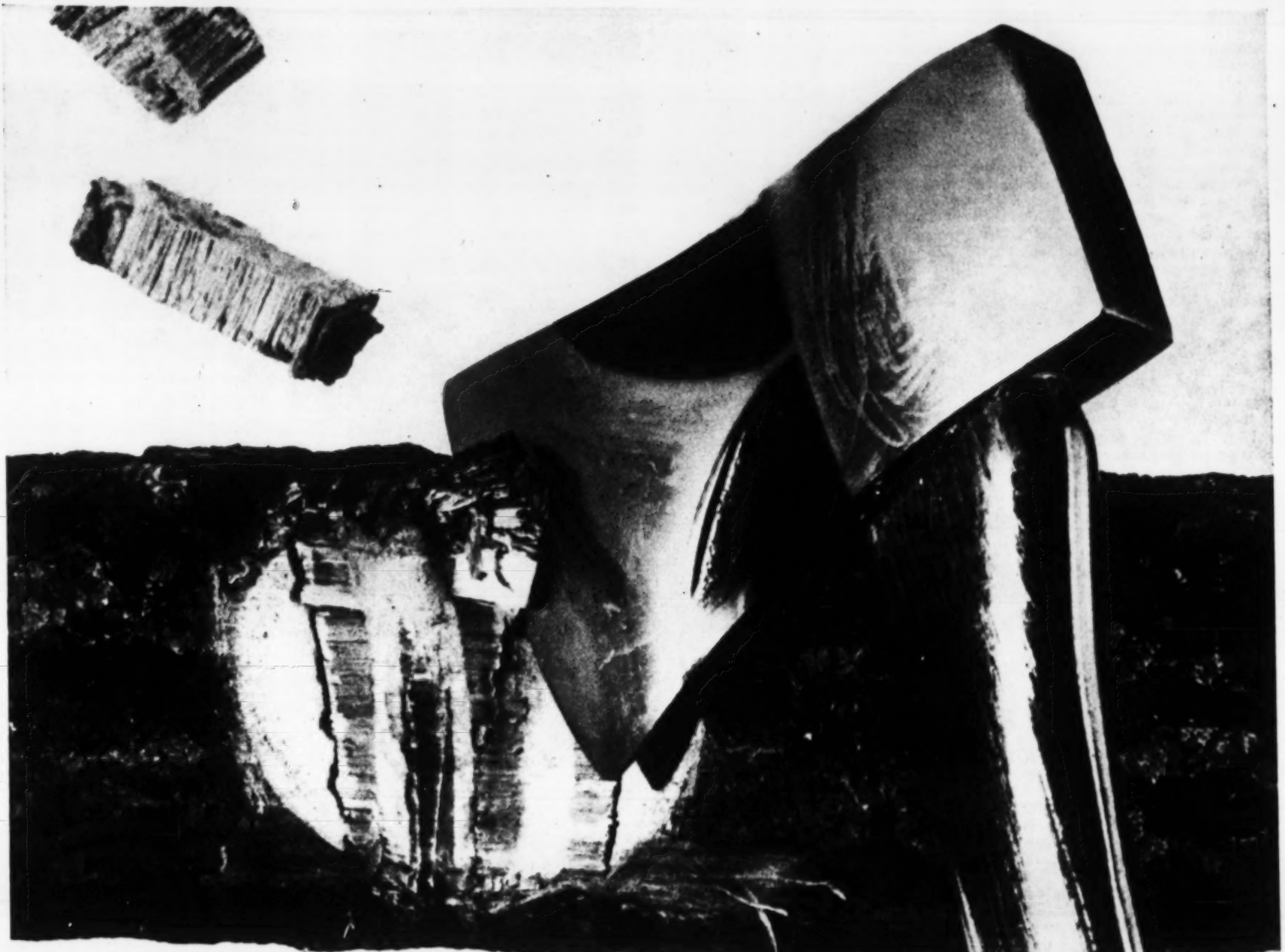
BIZ QUIZ

Lester Leber

Compiled by Lester Leber

You're a genius if you know all the answers. You'll find them on Page 90.

1. If you combine the national advertising expenditures of the Big 3 in each of these fields, the highest total would be from
   (A) Automobiles (B) Soap Companies (C) Tobacco
2. The medium to which U. S. adults devote the most time is
   (A) Magazines (B) Newspapers (C) Television
3. According to the president of General Foods, the surest way to overspend on advertising is
   (A) Not to spend enough
   (B) Excessive budgets for established products
   (C) Inadequate media research
4. Of the ten largest advertising agencies in the world, one is outside the U. S. It is
   (A) Cockfield Brown of Canada
   (B) Dentsu of Japan
   (C) Publicis of France
5. Average purchase at chain drug outlets is $1.68. The figure for independent pharmacists is
   (A) Lower (B) About the same (C) Higher
6. Total volume of food store sales has nearly doubled in the last ten years. It is being done with
   (A) Fewer stores (B) About the same number (C) More stores
7. The best month for food sales is
   (A) April (B) August (C) December
8. 3 out of 10 American women smoke. The figure for male adults is
   (A) 3 (B) 5 (C) 7
9. The distilled spirit that ranks first in world-wide production is
   (A) Scotch (B) Bourbon (C) Gin
10. The percentage of vacations taken during the traditional June-July-August period is
    (A) 50% (B) 65% (C) 90%
11. Next to Christmas, biggest gift selling season for department stores is
    (A) Easter (B) Mother's Day (C) Father's Day
12. Attendance at movies
    (A) Continues downward (B) Remains constant (C) Is increasing
13. The largest audience is annually attracted by
    (A) Baseball (B) Football (C) Classical concerts
14. The bulk of Sears, Roebuck volume comes from
    (A) Catalog sales by mail
    (B) Catalog sales in stores
    (C) Regular retail sales
15. The nation's largest circulation of a bound book is
    (A) Sears, Roebuck Catalog
    (B) S&H Green Stamp Catalog
    (C) Chevrolet's annual New Car Brochure
16. America's most popular beverage is
    (A) Coffee (B) Milk (C) Beer
17. Most people prefer beer for home in
    (A) Cans (B) Bottles (C) Both
18. A survey of New York housewives showed that the number who watch daytime tv is
    (A) ⅓ (B) ½ (C) ⅔
19. The number of American women who have poor taste in clothes is
    (A) 10% (B) 20% (C) 30%
20. Of photographic merchandise sold in this country the percentage contributed by imports is
    (A) 5% (B) 15% (C) 25%



sharpen your selling tools with Sports Afield

Chop through sales resistance by using SPORTS AFIELD! Here you reach a selective audience of more than 1,000,000 sportsmen who enjoy the great outdoors . . . and who read *their favorite magazine* edited exclusively for them.

To sell the cream of this leisure time growth market for *all* their many needs, you reach them best in SPORTS AFIELD . . . for cars, beverages, insurance, tobacco, apparel . . . you name it!

Sharpen your media tools through the advertising pages of SPORTS AFIELD, the champion growth magazine* that will help you sell over 1,000,000 select prospects . . . more for your advertising dollar.

*Ad revenue has quadrupled in the post-war period, circulation has more than doubled . . . currently running approximately

1,075,000**

**Publisher's estimate

SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N Y

the relative functions of advertisers, advertising agencies, and the producers of television entertainment, I believe, by and large, producers should be allowed to produce, and with as little hamstringing of their creative energies as is conceivably possible.

Television is gradually winnowing out the amateurs and fly-by-nighters from its production ranks. Producers today, for the most part, are highly trained and professional artists, and if we are to continue to attract and develop this type of skilled, creative manpower, and also hang on to the top flight talent we *now* have, we must not inordinately interfere with its creative drives. If we do, qualified new talent will stop coming to us, and our present crop will defect to other areas of entertainment where they are less circumscribed. An advertiser spends his money on television either to sell his product or solidify his corporate reputation, or both. Consequently, he is certainly entitled to select the kind of program he thinks is best for his purpose. Likewise, he and his advertising agency must have the prerogative of suggesting, recommending, cautioning and helping in any way they possibly can.

■ Producers, on the other hand, be they network or independent, must *invite* intelligent and well intentioned criticism and assistance. I would simply like to make a plea to the advertiser to pursue a policy of sane watchfulness over his program and not be tempted to try to smother the creative spark of its producers; a plea to the agency to be mindful of the *degree* of its effort to control the creative content of its clients' shows, to be mindful also of the point at which the law of diminishing returns sets in if he allows these efforts to become excessive.

■ That point is where the creator loses his creative impulse and enthusiasm if he thinks he is destined always to be second-guessed and needlessly interfered with; and finally, a plea to the producers of television entertainment, be they network, independent, national, regional, or local, to have due regard for the rights and privileges of the advertiser and the rights and privileges of the agency representative, and not only refrain from making it difficult for the latter to do his job but on the contrary go as far as possible toward making it easier for him.

■ If all three factions try to keep in mind their common objective—namely, the production of television entertainment which will please the greatest number of people the greatest portion of the time, life in this otherwise hysterical jungle will be much more complacent for us all. #

On the Merchandising Front . . .

Non-Merchandising Sources of Retail Income

By E. B. Weiss

Starting about a year ago, I have been developing evidence to support a theory I had evolved—a theory which, if verified by the march of events, will have a profound impact on the world of marketing.

E. B. Weiss

The theory is simply expressed—to wit: As our giant retailers achieve still more enormous size, they will tend to turn to *non*-merchandising sources for an increasing share of their total net profit. This may mean that, in time, among our retail giants the non-merchandising function may become responsible for a larger share of the total net profit than the merchandising function.

■ Of course, our retail giants have been getting a growing percentage of total net profit from a spreading variety of allowances. But it could be claimed that these allowances are a part of the merchandising process. Of course, this is not what most marketing men have in mind when they talk about retail merchandising. Retail merchandising is presumed to embrace the *selling* function; allowances represent the *buying* function. And it is obvious that at least some large retailers earn a larger net profit from allowances than from floor merchandising—they are really landlords, not merchandisers; buyers and not sellers.

■ But I did not have allowances in mind when I began to formulate my theory about non-merchandising income for giant retailers. I had in mind *other* and *newer* sources of non-merchandising income which are beginning to assume respectable totals in the net-profit figures of some big retailers.

For example, there is the growing practice among some large retailers of buying up other organizations (not necessarily retail) with an attractive tax-loss position. One drug chain bought out an apparel chain which was attractive because it had a $5,000,000 tax loss. I call this source of non-merchandising income the corporate route; pieces of paper, in the form of an exchange of securities, become important sources of income. This means that corporate or financial management, as distinguished from merchandising management, may be destined to become more important in the management functions of many large retailers—and, of course, this is already the case in a number of instances.

■ Then there is the real estate route as a source of non-merchandising income for large retailers. In this connection I note that one of the giant food chains, in its current report to stockholders, states that its real estate subsidiary, which builds complete shopping centers, is now the largest shopping center developer in the nation! I suspect that the chief executive officers of this food chain may spend as much time in real estate as they do with merchandising—and that may be under-stating the status of the real estate function in their daily activities.

Incidentally, this same food chain reported that approximately 10% of its net profit for the last fiscal year came from "other sources." This is a healthy percentage of total net profit, and it is obvious that "other sources" mean sources other than the merchandising function but not including allowances.

It would not astonish me were this same food chain to report, say in three years, that 20% of its total net profit comes from "other sources." And since these "other sources" would not include allowances, it is clear that when allowances are added to "other sources," as should be done (since allowances definitely are not merchandising), then this food chain will soon be getting the major share of its total net profit from non-merchandising functions.

■ Another example of how giant retailers are turning to non-merchandising sources for income is found in the amazing development of credit retailing. The financing of credit retailing is becoming big business—with big profits. The establishment of credit subsidiaries by big retailers is even now fairly common; it will become still more common.

And yet another example involves the growing practice by some large retailers of setting up subsidiary organizations to service other retailers. In the food field, for example, several food chains have set up subsidiaries to centralize the non-food function. In a few instances, these non-food subsidiaries are actually servicing other food retailers as well as their own stores; they are becoming a new form of service jobber, in other words. Clearly, this will, in time, provide a new source of income that is not what tradition would define as a merchandising source of income in that the income does not come from the movement of merchandise on the floor of the stores of the parent retailer.

■ Right here is the basic point involved. For generations, the basic—if not the exclusive—source of net profit for the retailer came from the movement of merchandise *on the retail floor*. Manufacturers' trade margins have been premised on this function.

But now not only does the giant retailer do less and less to move brands off the floor of his store other than to give them shelf space (usually at a price), but he is beginning to find that "other sources" of income can be made exceedingly attractive. This could conceivably lead to a still less impressive floor merchandising job than now typifies many giant retailers—and this is currently at a pretty low level.

When top retail management concerns itself increasingly with non-merchandising functions, then this attitude must inevitably be reflected right down the executive line. And I think this is happening—right now. The management of finances is becoming more important, to some retail giants, than the management of merchandising. The promotion of real estate is becoming more important than the promotion of merchandise. The acquisition of other companies for corporate profit is becoming more important than the acquisition of merchandise for resale.

■ And the able young man who can show a retailer how to increase his "other sources" of net profit will be more favorably looked upon than the young executive who is merely able to move more merchandise more profitably. #

The Creative Man's Corner . . .

'True Security' for All

NO MATTER WHAT YOUR JOB
Mutual Benefit Life can provide TRUE SECURITY with a plan personally designed for you and your family
MUTUAL BENEFIT LIFE Insurance Company for TRUE SECURITY

Believe it or not, this ad appeared in *Time* and was addressed to business men on the subject of life insurance "tailormade" to their "present and potential circumstances."

"Witch doctor, lawyer, merchant, chief . . . every job has different income patterns," it begins, "different financial benefits. Yet whatever a man does, he should plan to provide for tomorrow."

We can see no relation whatsoever—except an unpleasant one—between a witch doctor and a business man. Undoubtedly the reason for using the witch doctor illustration was to attract attention, and this it certainly does. But one can attract attention by walking through Wall St. clad the same way. We doubt, once he did it, that any banker would feel inclined to extend him credit.

This is not alien, of course, to the present craze (among others) of using a wacky illustration simply to have the advertisement stand out among its competition—as if it had to appeal to everybody who came upon it. We are confident there are sounder and more flattering and pleasant ways to attract logical prospects for a Mutual Benefit policy. We are confident also there must be much more to say about Mutual Benefit policy provisions than the broad, general, meaningless statement that they make possible "true security." We strongly doubt that anyone in this atomic age can be lulled by such a phrase into believing that what it promises is even remotely possible. The only true security *we* can think of in these times is to be either unborn or dead. (And, incidentally, is it "American" to want *true* security? Isn't ours a *risk* economy?) #

What medium influences a woman most?

(Ask your wife...or 6,000,000 other women)

WHERE a woman is concerned, the frame of mind she's in when she gets your message is all important. (A gentleman doesn't murmur sweet nothings to a lady at a ball park, does he? He saves them for a harvest moon.)

No costly research is needed to prove this. Any woman—your wife, for instance—will tell you that it's true.

Because men and women are different, there are magazines dedicated wholly to women's interests. Haven't you noticed the way women's magazines are booming these days? And, of course, Ladies' Home Journal continues to lead the field because Journal editors understand women best, know best what women want, and give women—month after month—a magazine that's alive with news and knowledge and inspiration and fun. Topping a steady circulation climb, Ladies' Home Journal circulation now goes past 6,000,000 for the final quarter of this year because the Journal is the magazine the most women want the most!

Never underestimate the power of the No. 1 magazine for women

Ladies' Home JOURNAL

A CURTIS PUBLICATION

And advertisers know that the best place to influence a woman is in the magazine that *influences* women most. That's why, for the first nine months of 1959, the Journal set advertising records unmatched by any other women's magazine. To advertisers, womanpower plus Journalpower equals salespower.

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

Salesense in Advertising . . .

Product Benefits—Not Poetry—the Secret of Selling Women

By James D. Woolf
Creative Consultant

I have seen several studies which indicate that women influence 85% of *all* sales. This checks with my experience, years ago, as the advertising manager of a men's and boys' retail clothing store.

James D. Woolf

Note that the figure refers to all sales—not merely to such merchandise as food and women's clothing.

According to these studies, female influence is felt in the purchase of men's pajamas (75%), shirts (70%), and underwear (70%).

Women even influence the purchase of such traditionally male products as beer and liquor, men's eye glasses, and motion picture projectors.

This information is not surprising, of course. Business men have known for a long time that they should "Never underestimate the power of a woman."

But I suspect that at times we tend to forget this vital truth. I see a great deal of advertising that has little or no appeal to women. For example, I seldom see any advertising of men's underwear or pajamas that is calculated to influence women. (I wonder what the results would be, for instance, if a campaign for men's underwear were to run in, say, the *Ladies' Home Journal* or *McCall's*?)

What Interests Women

Women are interested in *product benefits*. They want to know what a given product will *do* for them, how well it will satisfy and please their families. Women want their husbands to think they are smart, canny buyers, shrewd managers of the family budget.

Women love a bargain, as we all know. In all my retail experience I never discovered an appeal that had as much pulling power as a bargain price—"Today only! $2 value reduced to $1.19." And I found that women like prices in ads even when prices are not reduced. *In all their shopping they think in terms of money*, of value, of how much benefit they get for their hard-earned cash. Ask any supermarket manager.

Women are seldom interested, technically, in machinery and mechanical apparatus. They will buy an automatic washing machine or an electric refrigerator without actually knowing what makes it tick. According to readership surveys, ads of appliances are read very poorly by women—*when the copy is technical and complicated and the pictures mechanical.*

Women are Expert Purchasing Agents

The fact that women aren't "mechanically minded," however, does not mean that they have no interest in product information and benefits. It means only that complicated machinery bores them.

When it comes to an article of merchandise within the area of their interest and knowledge—a play suit for Susie, say, or pajamas for daddy—they are expert professional buyers.

Women, in fact, are far more expert than men—and more cautious in their judgment—concerning everything they buy.

■ Men, by and large, are "impulse buyers." When they see something—a necktie, for instance—that appeals to their fancy, the sale is often made within seconds. Later, if asked, they are not sure whether the tie is made of silk, rayon, nylon, wool, linen, or cotton.

Women, on the other hand, are patient shoppers: in an agony of indecision they will have the salesclerk drag out 50 ties. Then they are likely to shop around at a couple of other stores before they finally buy. Their technique is that of the expert professional buyer, and they'll bargain in the same way that their husbands in business bargain for a carload of bolts and nuts.

There seems to be a notion held by some retailers that women—dainty, fragile, sentimental creatures that they are—respond swooningly to poetic copy and "artistic" layouts.

The president of one large department store tells me he thinks that retailers today are using too much high-flying, absurdly dramatic, and flowery copy. He says he wonders if some stores are selling poetic mush instead of merchandise. He warns that women are hard-headed and practical, and he urges retailers to adopt realism and include in their copy just what a piece of merchandise will do for the customer.

Talk to women in your copy in the *practical* way your most skilful and successful salesclerks talk to women over the counter. Product facts and benefits—not poetry—are the secret of selling women. Study a Sears catalog for a good example of how it's done. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Tips for the Production Man . . .

New Approaches to the Insert

By Kenneth B. Butler

There seems to be no question that advertising inserts are here to stay. There are, in fact, few publications without them; in a single issue you may find as many as 20 or 30.

Thus the novelty of the insert *per se* is diminishing, and the forward thinking advertising-production man is directing his energies to the development of exciting, distinctive ways of interjecting his material.

■ Yale & Towne's agency (Erwin Wasey, Ruthrauff & Ryan), for example, found a highly effective method for introducing its 16-page digest-size booklet, "A Lift into the Future," within the confines of the standard-size format of *Modern Materials Handling* and other publications.

First, they purchased double-spread space, the left page positioned on the final page of the first regular form and the right page positioned on the opening page of the second form. The booklet was then inserted flush to the inside top trim, and the layout of the regular spread designed so that all display remained uncovered by the booklet, complementing the booklet rather than competing with it. The copy in the spread, of course, directed the reader to the booklet. (See Figure A.)

Somewhat similar was a 12-page insert entered by TvAR in the June 8 issue of *Broadcasting*. Here, however, the double-spread from the regular press run was integrated as an addition to the booklet, and designed with the intent of pulling the reader's scope down from the regular 8¼"x11¼" format of the magazine itself to the 8¼"x5½" format of the booklet, which, by the way, was positioned at the bottom trim edge of the magazine.

■ Don Jefferson, promotion manager of *Welding Engineer*, recently called to my attention a series of unusual inserts prepared for the A. O. Smith Corp. and inserted in his publication.

Several of these are actually large broadsides, folded down to publication size, with a perforated extension at one edge to permit binding into the magazine. The perforation makes it easy for anyone so inclined to detach the insert from the magazine without tearing. (See Figure B.)

Trickiest of the Smith inserts was one employed late last year to promote its D. C. welder. The welder (which resembles in shape a contemporary refrigerator) was depicted in three-dimensional pop-up form, then folded under tension so that when the spread was opened you suddenly had a "welder in your lap" (to paraphrase the promotion for the 3-D motion picture, "Bwana Devil"). Use of this gimmick should be avoided when readers are known to have heart conditions; that cardboard welder unfolds with startling speed.

■ A few excursions of this type are sufficient to send your own mind into flights of fancy. Mine, for example, recalled that age-old mystery story in which the scheming adventuress hid the stolen jewels in an area chiseled out of several thicknesses of pages in a book. Well . . . You have my permission to use this idea without payment of royalty; I doubt that I'll get around to it. #

BIZ QUIZ

Answers to the questions on Page 86

1. **(A)** Automobiles usually win. In 1957 it was by a wide margin over the soap companies, in 1958 by a narrow margin. In either year, P&G or GM alone spent more than R. J. Reynolds, American Tobacco and Lorillard combined.

2. **(C)** Sindlinger reports that adults spend five times as many hours watching tv as they do reading newspapers—and nine times as much as they spend reading magazines.

3. **(A)** Charles G. Mortimer told the G. F. stockholders: "Not to spend enough to do a job properly is like buying a ticket three-quarters of the way to Europe; you have spent some money, but you do not arrive."

4. **(B)** Dentsu now has billings in excess of $100,000,000, which is more than double either of the others mentioned.

5. **(A)** The independent doesn't do nearly as well as the chain. His average is only 59¢. That's why he's rapidly converting to self-service.

6. **(A)** There are 38,000 fewer food stores today than in 1948. The 370,000 that remain are bigger and better.

7. **(B)** Summer is not necessarily a slow season. August is the year's best month for Food sales. The summer quarter is also the year's best for Drug, Household Appliances, Automotive and Hardware.

8. **(C)** A special House tobacco subcommittee reveals that 7 out of 10 U.S. males smoke, making the combined figure 50% of all adults.

9. **(B)** The Bourbon Institute states that more than 70,000,000 gallons of bourbon will be consumed this year in the U. S. alone. It's a substantial lead over all others. (Hic!)

10. **(A)** Only half of those who take vacations now do so in the Summer. 22% go in the Fall, 17% in the Spring, 10% in Winter.

11. **(B)** Starting in 1951, Mother's Day sales outstripped the two weeks preceding Easter. Poor Pop is far back.

12. **(C)** Beginning in February, a ten-year decline in film attendance ended. There have been increases every month since then. The public has apparently grown tired of tv's old movies.

13. **(C)** The musicians beat the athletes. They drew 35 million last year.

14. **(C)** Most of Sears' $3.9 billion sales comes from its 728 retail stores. Less than $1 billion is from the Catalog and only 25% of this is credited to direct mail orders.

15. **(B)** Sperry & Hutchinson claims the honor for 23,000,000 copies of its 84-page book showing 1,000 items of merchandise.

16. **(B)** The Wine Institute gives first spot to fresh milk with an annual per capita consumption of 35 gallons. Comparable figures are 28 for coffee, 14 for beer, 6 for tea, 0.9 for wine.

17. **(A)** According to Continental Can Co., 57% favor canned beer, 40% like it in bottles, only 3% want both.

18. **(C)** Pulse found that almost two-thirds (648 out of 1,000) watched pre-6 p.m. tv programs during the previous Monday-through-Friday.

19. **(C)** According to fashion consultant Tobe, "fully 30% of women have poor taste in clothes" and even the best stores carry what the trade calls bad-taste merchandise for customers who demand it.

20. **(A)** The smallest figure is closest. Annual imports run about $45,000,000 and U. S. manufacturers ship over a billion dollars. Their brand names stand them in good stead.

Employe Communications . . .

U.S. Chamber Makes Real Contribution

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

This is as good a time as any to note the considerable contributions currently being made to employer-employe understanding by the Chamber of Commerce of the United States. The lunatic fringe has been contending for years that, because the national chamber undertakes to speak for business, there must be something wrong with it because business *per se* isn't on the level. The cynics should rub their eyes and have another look.

Two programs launched within recent months by the Chamber make admirable sense. They deal with the twin

THERE'S ALWAYS ONE IN EVERY GROUP!

Ever notice what happens when the hood goes up?

There is always one man who's right at home in discussing the mechanics of today's automobiles. He knows performance – and what makes it. His knowledge is the result of his interest in the mechanics of modern living. He is the kind of man who reads POPULAR MECHANICS.

Like all men, he likes styling and comfort. But his interests go deeper. When he looks under the hood, he knows what to look for – and why.

Whether he is buying spark plugs for his car, another outboard motor for his boat, or photo equipment – whatever he does, whatever he buys, you can bet he specifies.

If he is sold on your product, he knows why and so do his friends and neighbors who respect his special talent for knowing what he talks about.

You can sell him with your product story in POPULAR MECHANICS*. It is *his* kind of magazine. It sparks his thinking on what to do, what to buy – and why.

You'll find more automotive advertising in POPULAR MECHANICS than in any other general monthly magazine.

POPULAR MECHANICS

Puts Men In Motion

themes of economic understanding and practical politics. If anyone thinks these are simple treatises to prepare, let him sit down and try to draft one.

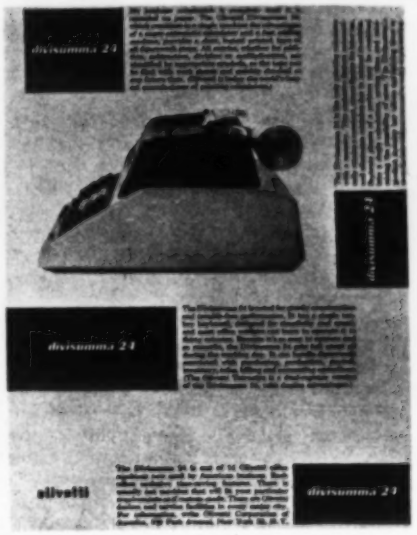
■ The Chamber's program of economic understanding is a series of participant lectures, aimed generally at the supervisory level of industry. Discussion leaders attempt to clarify some of the more puzzling features of the American free enterprise system in operation, first through simple explanation and then through discussion among the student group. Audio-visual aids are used, conferences are normally informal, discussion (in the confabs we've audited) has been spirited and constructive. Over a period of several years, many companies have attempted to introduce economics courses; the majority have withered away because of lack of organization of the program. The Chamber program appears to have its own built-in momentum.

It is now possible to render a more accurate evaluation of the Chamber's so-called "action course in practical politics" than would have been possible a few months ago. In the interim, the course (a nine-part program involving a discussion leader's manual and pamphlets for participants) has been embraced with enthusiasm by hundreds of organizations and groups. It has hewn carefully to the non-partisan line with the result that political extremists are endorsing the program. Ab Hermann, executive director of the Republican National Committee, for example, calls the Chamber's course "the best thing of its kind I have seen. It should be very effective," he adds, "in getting business men active in politics—if they will use it." The Committee on Political Action of the AFL-CIO, more commonly known as COPE, has called the Chamber's program (in a salute suitable for framing) "outstanding, objective" and advises that "our check for $180 is in the mail for ten leader's manuals and ten sets of pamphlets."

The Chamber's business relations department, headed by Walter B. Petravage, has now arranged to bring the economic understanding program into the working life of the communications man. Beginning next month a series of such programs, jointly sponsored by the Chamber and the International Council of Industrial Editors, will be introduced. The courses for editors are to be held over the next several months in key cities in the U.S., and the editors in turn are expected to return to their own industrial firing lines and carry on with the good cause of economic communication. It seems to have a much better than average chance of working out. It deserves it. #

Somewhere in this page, you would think, there must be some sort of message. Without craning your neck or putting on your jeweler's eyepiece, you might reasonably hope for a few strong words to come out somewhere and talk to you about the product—to express an *idea*. This never happens. DESIGN here overcomes, submerges and dilutes all claims of product superiority or product news, squirting a fog of gray boredom over Olivetti's machine and over any remarks in its favor hidden in the pallid blocks of text. No stressed element of *thought* flags the reader with a promise of reward for his time and attention.

■ Of the two applications of DESIGN, Olivetti's should have the most appeal for those angry letter-writers. Here, DESIGN is holy and unsullied indeed. Nothing of a pardon-the-expression commercial nature is allowed to interfere with it. #



From an Art Director's Viewpoint . . .

More About Design

By Andy Armstrong

The last time this column had the insolence to pick on DESIGN, a muddy barrage of protests screamed in from advertising's beatnik fringe. The letters were monotonously similar, all having much less to do with the opinions expressed here than with the intolerable circumstance that they had been expressed at all. DESIGN is holy, they insisted savagely, and anyone who lays a glove on it is an out-and-out slob.

Andy Armstrong

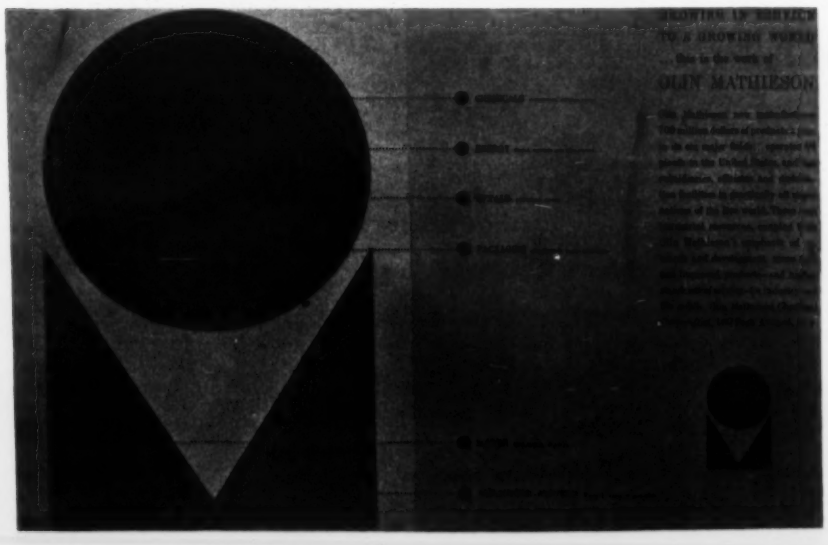
Okay. Let us slobs talk about DESIGN just once again, and try to make the same old point—a point that will continue to elude the dilettantes while it picks up some consideration from an advertising craftsman here and there. This point is that DESIGN is wonderful for some kinds of advertising and lousy for other kinds of advertising. What you might call a subpoint is that some DESIGN is wonderful and some is lousy, but that really invites bloodshed, so we will pass it by.

The institutional spread for Olin Mathieson and the product page for Olivetti are two current exhibits to re-affirm DESIGN's advantages and shortcomings in advertising.

■ Olin Mathieson does not pretend to be selling anything but itself and its symbol. There is no new, stirring music in OM's giant organization of industries, or in its emphasis on research, or in its self-imposed mission to bring better products to the world.

About all you can take away with you, when turning from this ad or others like it, is a dogging echo of a powerful trademark for a huge, up-to-date industrial combo—which is just fine and dandy, and all the advertiser expects of you. DESIGN undoubtedly saves this institutional job. Burdened with no great message, DESIGN is free to build a rumble of significant overtones around an insignificant idea.

■ Olivetti, on the other hand, goes through the motions of selling a product.



Learning from the Retail Ads . . .

The Ad with 'Fusion'

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

I think it was probably Walter Dill Scott who first wrote of *fusion* in connection with advertising in his still excellent book, "The Psychology of Advertising," published in 1908. He talked of the tendency of readers to gain a general impression of an ad before becoming aware of the specifics which generated the impression. He showed, for instance, the ad of a cereal manufacturer whose package had been made proof against "cereal bugs."

■ To advertise his new package he showed it in heroic size with baffled, thwarted bugs crawling all over it.

Scott pointed out the inclination of the reader to fuse into a general impression the manufacturer's name and the bugs. Thus the manufacturer bought *confusion* through the wrong kind of fusion.

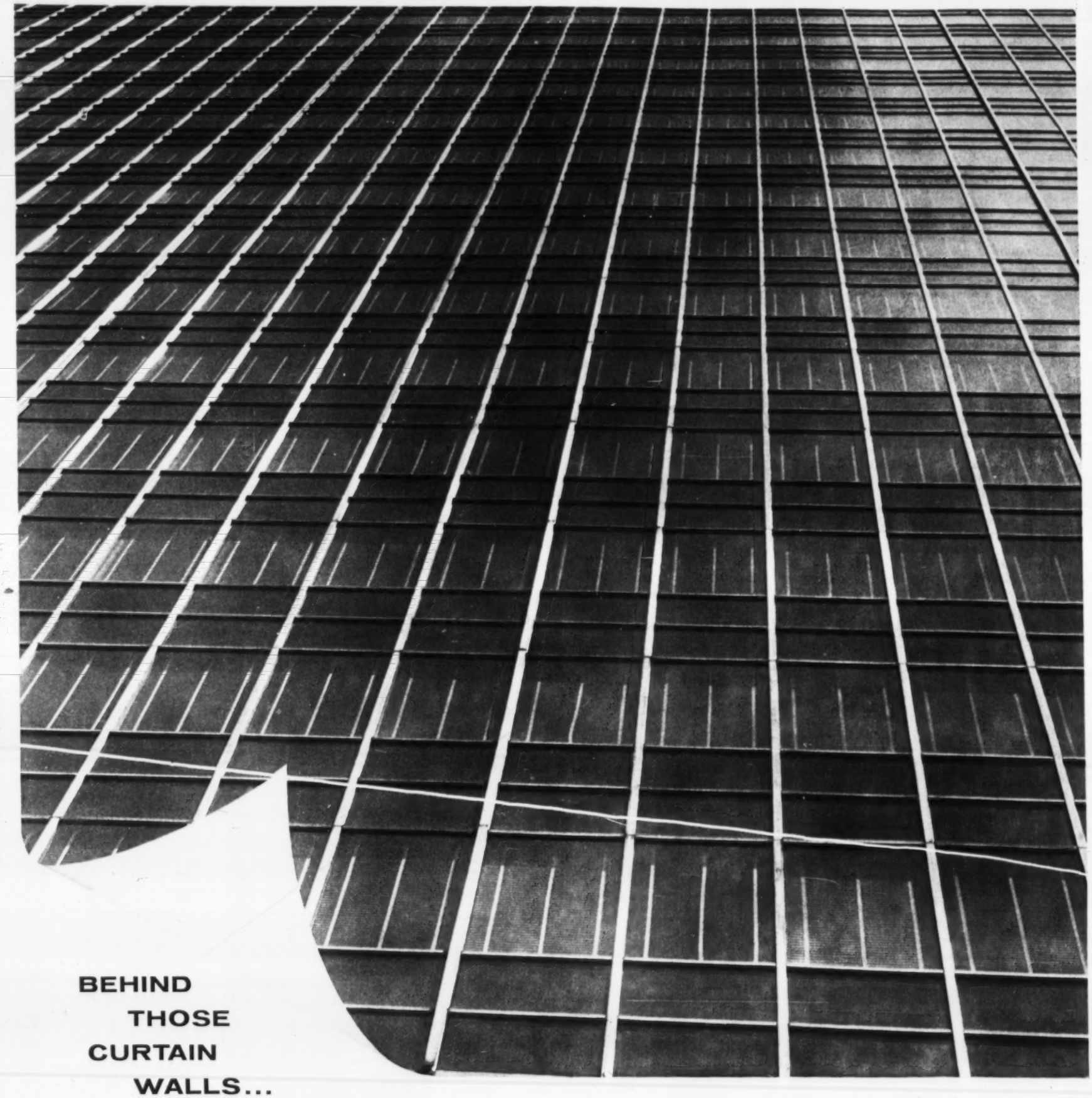
In the ad above, fusion is positive and constructive. This ad was run in May in St. Paul—where spring comes late.

The snow and ice of the falls in the background, the white shoes, and the headline all fuse excellently.

The heading is good and pertinent in its own right. The copy is excellent, interesting, service-rendering, enthusiastic, and concludes with a good invitation.

■ Most stores would be content in such an ad to create a general impression. This store very wisely names the dozen shoes shown in its full page, and gives quite adequate information on them, including sizes, colors, and prices.

This is not the kind of ad to set advertising people wagging their tongues and saying, "Isn't it terrific?" Creative aberrations that leave the public uninformed, are more apt to cause such discussion among advertising people whose minds are undisciplined in advertising's extensive body of truth. But this ad should have set a great many people's steps in the direction of the Emporium. #



BEHIND THOSE CURTAIN WALLS...

Since the end of World War II, builders, architects, engineers, realtors, etc., had been merrily rolling along under the notion that there were no loopholes in their curtain walls. And then came a story in Engineering News-Record.

In typical EN-R fashion, the editors didn't just skim the surface and weren't afraid to step on a few toes. They checked into the problems thin wall buildings were encountering from coast to coast. Queried building owners and tenants. Weighed esthetic effects against practical problems. Compared heating and cooling costs. Compiled data on leakage, maintenance, condensation, sunlight, rainfall, color, etc. And ended up with a step-by-step guide on how to avoid some of the common pitfalls curtain wall constructors were running into.

The article quickly became a reference piece. It sparked comments from top contractors, engineers, designers and architects in every corner of the nation. It had to go on the press again and again in order to keep up with reprint requests. It was used as the subject of editorials in other magazines in the industry. And it even halted plans of a multi-million dollar skyscraper, pending revision of specifications to EN-R recommendations.

Engineering News-Record's curtain wall article is an example of outstanding business magazine journalism... the type regularly provided by EN-R's staff of some 200 editors, reporters and correspondents in the U.S. and throughout the world. No wonder almost a quarter of a million readers—the largest, most powerful audience of construction men ever assembled by a magazine—depend on Engineering News-Record every week!

You sell the men who build America through

ENGINEERING
THE CONSTRUCTION WEEKLY
NEWS-RECORD

A McGraw-Hill Publication
330 West 42nd St., New York 36
Member ABP-ABC

Tyler Picks Ten for August . . .

Need for Creative Talent Keeps on Growing

By William D. Tyler

It is hardly news that the need for creative talent of a high order has never been so great. Nor that the demand keeps right on growing. But where are we to get this talent, and how are we to develop it?

William D. Tyler

You've heard these questions before, and the answers have never been very satisfactory. You can't teach creativity. You can't buy it. You can't instill talent in others.

What you can do is to convince gifted people that success in our field is a worth while goal, something deserving of the best they have to give. The job of glorifying the rewards of creating great advertising has never been done. There is no sense of power equal to that of moving people to action through the magic of your own words and ideas—action they are loath to take, since it involves parting with money. Of all strictly commercial pursuits, this is the most challenging, thrilling, varied and soul-satisfying. Why doesn't somebody tell them?

Stauffer Plan

Probably the most successful selling technique ever developed for use in print advertising is that of contrasting photographs, or before-and-after pictures. Nowhere has this technique proved more effective than for reducing plans. Women are fascinated to see the side-by-side results of such treatments in much the same manner as their daughters by the story of Cinderella and her fairy godmother. Current fairy godmother for overweight femininity is the Stauffer Plan of Los Angeles, and the advertisement (written by Foote, Cone & Belding's Maxine Daley and Gerry Brown) headed, "The 10 Happiest Women of 1959," is a good reason why. Fine "urge-to-buy" line on the bound-in coupon, "Help yourself to new happiness—be sizes smaller this fall!" Art director was Lyman Powers.

Volkswagen

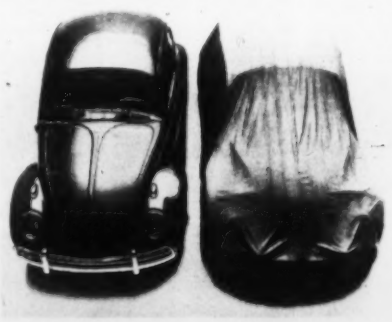
August is not much of a month for new campaigns, far less great ones. Maybe that's why the new Volkswagen series made such a tremendous impact. Or maybe it was just beeause the ads were so great. The one shown here takes off on the well-known fact that VWs never change models. Julian Koenig's copy points out that "there have been 80 changes in 1959 alone." It goes on to point out that the changes are mechanical improvements and refinements rather than sweeping changes, and that "we do not believe in planned obsolescence." Ends up: "VW owners keep their cars year after year, secure in the knowledge that their used VW is worth almost as much as a new one." Other headlines: "Why are people buying VWs faster than they can be made?" And, under a picture of the famous aluminum engine cradled in a man's arms: "198 lbs." Copy supervision by Doyle Dane Bernbach's Bill Bernbach, art direction by Helmut Krone.

Fiat Country Wagon

Another foreign car had an interesting approach last month. This was a dealer ad for the Fiat Country Wagon, a wagon that "converts into a roomy sleeper." What I liked was Dayton Ball's headline: "Works all day . . . even sleeps at night," appropriately illustrated by Warwick & Legler's N. Leslie Silvas and James Ross.

Sports Illustrated

The special Sunday supplement is a powerful medium when used correctly. It is not the place for advertising that would be appropriate elsewhere. It must also furnish the reader strong enough reason to get read against the heavy competition of the average Sunday paper. *Sports Illustrated* ran a special section last month and titled it, "Fifth Anniversary Sampler." The contents were simply excerpts from the best stories of the magazine's first five years. Superb sampling idea to introduce new readers



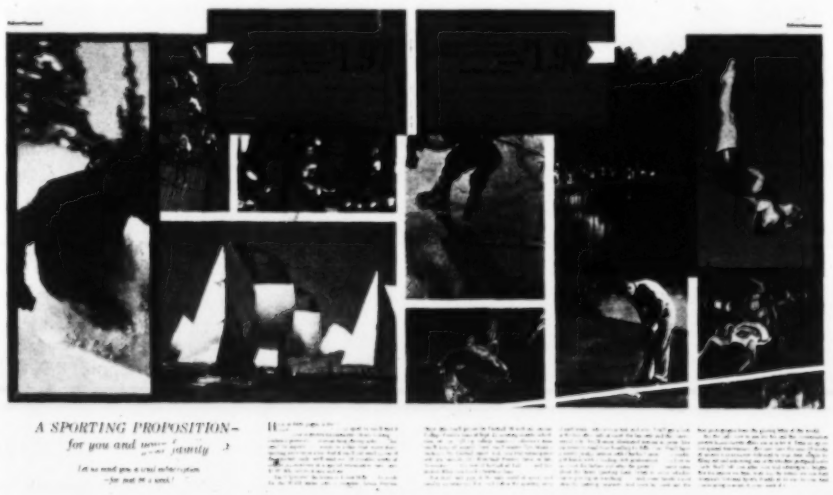
to the editorial flavor of *SI*. It was *Sports Illustrated's* Bob Fisler's. The hook was a tipped-in coupon offering a special subscription price. Section was laid out by Robert Yahn.

Western Pacific Railroad

Not a significant ad, but one that used creative ingenuity to get penetration for a pretty humdrum story, was written for the Western Pacific to remind shippers that the road offers piggyback service across the Sierras. Trick lies in a photo of a trainload of trailers crossing the mountains over Henry W. Peterson's excellent headline, "The truck route that isn't on your road map!" Henry G. Fletcher was the art director; Honig-Cooper, Harrington & Miner, the agency.

Rit-Color

A hardworking, unspectacular ad that may have missed is the solid piece of work Sullivan, Stauffer, Colwell & Bayles' Carol Oelbaum engineered for Rit.



Method, ease, demonstration, end result, all are covered in illustration and display copy. "Change your color as easily as you change your mind," is a catchy promise, and the three-color pix of the same bedroom, showing what different colored spread and draperies can do, is a real service feature. The art director was James Link.

Kressline Bags

An ad that evidently has served its owner well (or else it wouldn't re-appear season after season) is the one art director Alvin Chereskin of Hockaday Associates cooked up for Kressline's Grab Bag. As you see, the only copy is set in a simulated classified real estate ad, headed, "3½ rooms with a view." Copy: "Happy home for all your belongings. Large living room accommodates make-

Now! Change your colors as easily as you change your mind!
Just push the button on your washer ...RIT COLOR will do the rest!
RIT
RIT COLOR

Boys' Life

2 MILLION

A new circulation guarantee in effect January, 1960

66% *more circulation than any other single youth publication*

We are proud to announce a new BOYS' LIFE circulation guarantee of 2,000,000 A. B. C. net paid, in effect with the January, 1960 issue. This is a milestone in the youth field. For the first time youth market advertisers can break the 2,000,000 circulation mark in one magazine–and it's a *real* magazine–full color editorial features, 680-line display size page, letterpress *and* gravure sections, top quality stock, and all the rest that goes to spell the kind of company your ads should keep.

You can now take the guesswork out of reaching the youth field. Starch reports that BOYS' LIFE gives you more male primary readers 10 to 17 than do Life, Look, the Saturday Evening Post, or Reader's Digest. BOYS' LIFE is the best way to reach youth, and you reach the best youth *in* BOYS' LIFE – 2,000,000 boys, 85% of them enrolled in the Boy Scout movement–the "joiners" and the "doers."

BOYS' LIFE is one of the few home delivered subscription publications in the youth field, and there is nothing that compares with the reader loyalty and dedication of a home delivered, personally addressed, magazine. This kind of devotion, especially among young people, is the same ingredient that builds advertising response.

BOYS' LIFE is "youth" all the way. It talks their language. Like the big, colorful triple threat feature on Mickey Mantle in the August issue–or last April's coverage of Lt. C. M. McClure's record 100,000 foot balloon flight–or this September's advance photo section on the U. S. missiles program.

Big, colorful and confident. That's what youth is and that's what BOYS' LIFE is. It's the book to buy to reach them, and a far better buy than ever before. This year's $3.21 cost per thousand drops to $3.18 with January's 2,000,000 guarantee–an 11% circulation increase with an accompanying 8.8% rate rise–continuing our policy of lowering page costs as we've grown.

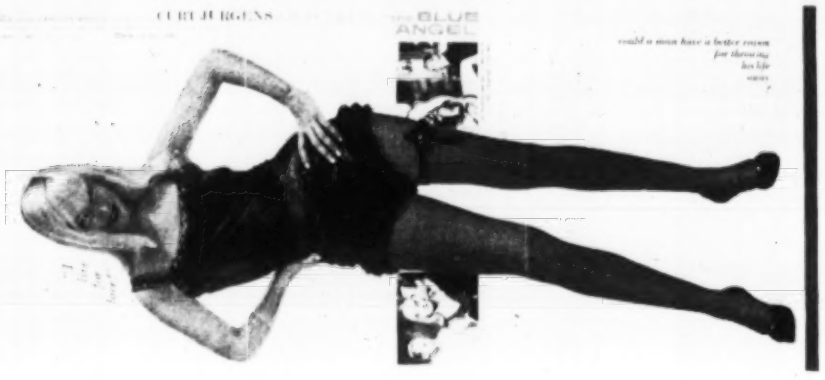
up, mementoes, and general mish-mosh. Tiny front room features snap lock. Will decorate to suit in choice of 16 colors. About $5." There is more, but this gives you the idea. Smart, catchy, informative. Gertrude Koehring wrote the copy.

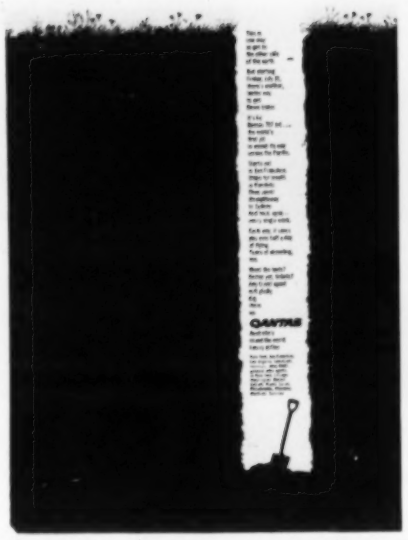
Qantas Airlines

To announce the first jet flights to Australia, Qantas sidestepped the conventional and ran a large-space newspaper ad that attracted a lot of comment. John Flack's fine layout showed no planes, just a lateral view of a deep hole in the earth. Fred Manley's copy said, "This is one way to get to the other side of the earth. But starting Friday ..." It ended with, "Saves you over half a day of flying. Years of shoveling, too." Cunningham & Walsh's creative director in San Francisco, John Connor, supervised the excavation.

Clairol Hair Color

One of the great campaigns of the past two years has been Clairol's, "Does she ...or doesn't she? Only her hairdresser knows for sure." It has been written by Foote, Cone & Belding's Shirley Polykoff. An interesting variation appeared recently, entitled, "Are you just a hair shade away from looking younger... prettier?" Informative copy in question-and-answer form was designed to lure into the Clairol fold those women who have to be sold the idea of hair coloring





rather than the easily susceptible, at whom all of Clairol's previous advertising had been beamed, and very successfully, too. Art director was Eric Lunden.

Blue Angel

Hardly any need to remind you that the month's most spectacular ad was the three-page gatefold in *Life* for the movie, "Blue Angel." It featured that blonde in the black underwear. This triumph of the photographic art had previously been appearing only in small newspaper space. This time she unfolded to almost half lifesize, ideal for those who like little women. Ingenious, too, was the format, which had the reader open first to a page on which only the lady's legs appeared, plus the caption, "Could a man have a better reason for throwing his life away?" Not a very elevating advertisement, but undoubtedly one that few missed. Idea was Charles Einfeld's of 20th Century-Fox. Layout by Herman Temple of Charles Schlaifer & Co. #

Anybody Got One Handy?...

Wanted: A Foolproof Method for Testing Direct Selling Copy

Response advertisers—direct advertisers—mail order advertisers—call them what you will, have problems far more specific than those of general advertisers. Their ads must pull direct, tangible, traceable results in sales, or they go broke. Here one such advertiser voices a plaintive plea for a more effective, less costly method of pre-testing copy.

By James M. Jenks
Vice President, Alexander Hamilton Institute, New York

The lot of the ad manager for a response or so-called direct advertiser is not an entirely happy one. Nor do his agency's copywriters have many dreamless nights. Always looming ahead of them is the specter of the worn-out ad and the continuing need to come up with a new one.

The response advertiser knows what his ad expenditures are doing for him. He compiles statistics to show cost per inquiry and cost per order, not only for each medium used, but also, over a period of time, for each piece of copy. And, with zooming advertising rates, not always entirely compensated by increased replies, there are never-ending pressures to create new ads which will keep the ad cost per order within bounds.

One or Two Good Ones Working

It is a fact, sad to relate, that we response advertisers only have a few, sometimes only one or two, really good ads working for us at any one time. Really top-notch response ads are so few that the best of them have become legend—known to the advertising fraternity, and even to the public, far out of proportion to their over-all exposure. Maxwell Sackheim's "Do you make these mistakes in English?"—John Caples' "They laughed when I sat down at the piano—but when I started to play!"—James Webb Young's "Hand-woven by the mountain people of New Mexico" have all been honored, and rightly so, as outstanding pieces of mail order copy. They *proved* themselves in actual use, a test which usually only mail order or response ads are called upon to do.

■ But because most ads are in reality "failures" (by that I mean they don't bring in the business at an acceptable cost) the response advertiser is really up against it when it comes to new copy. Always there is the disturbing possibility of the old ad getting tired out before a new one is found to replace it.

So, the ad craftsman must slave to produce an ad which appears to have a chance for success, knowing full well that the only way to find out, is through a thorough process of testing. And testing costs money. It's not only the space costs, but the fact that if the test ad is a failure, when averaged in with the other ads it will influence the whole cost-per-order picture. Too much testing of poor ads is a sure route to getting sacked—ad manager and agency both! Not enough testing places too much reliance on luck—coming up with a good new ad at just the right time.

Good Pre-Testing Needed

What is needed and wanted by all mail order advertisers is a reliable and inexpensive method of pre-testing copy. I say pre-testing, because the final test will still be actual use.

Let's look at that word "inexpensive." We've found at the Institute that we need to spend a sum in five figures to get a *reliable* test of a new piece of copy. Run five or ten such tests a year without success and you've knocked a sizable hole in anyone's ad budget.

■ Many mail order or response advertisers rely on split runs for copy testing. Unfortunately for us at the Institute, none of the media we use regularly offer them. We hoped we'd be able to test copy using this method despite the drawback of not having splits available in our regular media. We decided to use split runs in three different Sunday supplements recently in an effort to determine if this method would give us a reliable pre-test indicator. We knew that the over-all results would not prove satisfactory from a cost point of view. But we did believe that the coupons would show the relative pulling power of the ads used. #

■ There were differences in the number of replies pulled. One new ad did an outstanding job compared with our best tested ad. But, when we ran the new ad in our regular media schedule, it fell down. Our conclusion is that results of split runs are not reliable except to measure differences in copy in the same or similar media—that is, the media which we regularly use.

Furthermore, so far as testing copy goes, split runs do not provide a satisfactory solution for the very small budget advertiser.

Another pre-testing idea intrigued us. That was to test copy by using direct mail. We decided to see if such a test would be valid by taking five ads which we had run often enough to know accurately their relative effectiveness. We rented a list which had proved reliable for us with our direct mailing pieces. Five thousand proofs of each ad were run off and we stuffed every fifth envelope on the rented list with the same mailing piece. This consisted of a proof of the ad, a memo slip stapled to the proof to add a slight personal element and to direct attention to the business reply card which we enclosed.

Shown below is the result of this test. Column A lists the ads in the order of effectiveness which we knew from past experience. Column B lists them as they show their respective pulling power in the direct mail test.

Column A	Column B
Ad #1	Ad #2
2	1
3	4
4	3
5	5

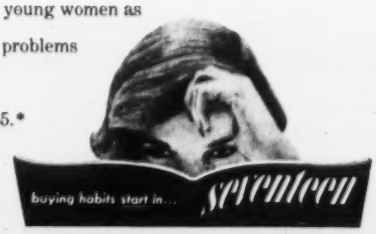
Statistically speaking there is a high degree of correlation shown. It computes at +.80. We are rather statistics minded at the Institute. Normally a statistician when looking for a high degree of correlation would be pleased to see one of +.80. But we have no norms to work with. The people at our agency are not sold on the value of this method. Nor should they be. In fact, I think I'd be a little disappointed if they hastened to accept the judgment of figures alone, especially when the figures in this case show the technique to be an imperfect one. It will probably be a sad day in a creative business like advertising when every decision is based upon a statistic.

So, a pre-testing copy method is still wanted and needed among mail order and response advertisers. #

THE MAGAZINE THAT MADE A MARKET!

Fifteen years ago nobody paid much attention to teen-age girls. Then—for the first time in the history of publishing—a magazine recognized these young women as the vital individuals they are. The magazine? SEVENTEEN. In its pages, they found their own lives reflected, their own ideas expressed, their own problems illuminated. In its editorial content, they also found the formula for a well-rounded life. Today's Young-Women-Under-20 are members of one of the most influential age groups in the country—the big, booming Teen Market. 9,000,000 strong today, it will number 12,000,000 by 1965.* SEVENTEEN Magazine is proud of its role in the development of this market... the big market that has come of age in a great big way.

*U. S. Census, 1960



it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

The Peeled Eye Department . . .

Caught in the Encircling Gloom

By Dick Neff

Is This the Original Tombstone Ad?

Having just returned from vacation, we should be feeling chock-full of vim, vigor, and ho-ho-ho type good humor.

But the fact is, we're feeling very grave. What made us feel this way is a series of communiqués that arrived within a few days of each other.

Dick Neff

The first was this short letter from Jerry Fields, director of Jobs, Unlimited: "Did I tell you about the agency that just landed a big coffin account and then asked me to find an account executive with package goods experience to handle it for them?"

Three days later we got a letter from Howard O. Schmidt, of Rutward Inc., Columbia Station, O., enclosing Exhibit A, the tombstone paperweight ad you see here.

"The attached ad," he wrote, "appeared in today's Shopping Guide of the *New York Times*. I imagine there will be a real gloom at Spencer Gifts when they discover the lack of a price. Guess the copywriter 'lived it up' and relaxed just too much."

RELAX
IT'S LATER
THAN YOU
THINK
Tombstone Paperweight
Buries Gloom and Care !
Every time you weight something down, this unique paperweight reminds you to "live it up"! Whenever you're being pressured, look at it... and relax! On your desk, it will slow down fast-talking salesmen, squelch obnoxious "eager beavers." Send as a gift to executive friends who can take a joke. In stark death-gray hydrostone, 5" high. Ideal also for the bar. and handling. Guaranteed to give pause, or money back.
SPENCER GIFTS BV-26SpencerBldg. Atlantic City, N. J.

Exhibit A

Cheesecake in the Embalming Room

Eight days later, we received a letter from Ralph C. Duke, account executive at Barnes Advertising Agency, Milwaukee.

"Sex," he wrote, concerning Exhibit B, the American Alkyd Industries ad illustrated, "has reached a new low in advertising (6 ft. under, that is) ... Maybe they are really attempting to bury her and thus put an end to sex in all ads."

Kangaroo Distributor Jumps Oceans

Shortly thereafter our furrowed brows hovered over a note from Ginny Page of the pr department of Cunningham & Walsh, sent to us with Exhibit C, the Qantas ad shown here, and a release that, after stating "the response to the ad has been 'astounding'," gave this example:

Exhibit C

"Perhaps one of the most unusual communications was a letter from a San Francisco mortician to Capt. Hugh Birch, Qantas' North American manager. The mortician related that the 'hole in the ground' ad particularly caught his fancy."

A Poser for Dead Eye Dick

And just for good measure, we got a note from an unidentified friend (we trust), who works for the somewhat uncheerily named Graver Tank & Mfg. Co., of East Chicago, Indiana, attached to Exhibit D, the *American Home* ad shown here.

"How'd that Dead Eye get in there?" it asked ominously, referring to the copy, which stated: "Every month 12,000,000 noses are buried (there's that word again) in the *American Home*. But ... count'... the 23,999,999 eyes . . ."

Thanks, fellows, but we've just been peeling potatoes, and we've kind of lost our appetite for it. #

Exhibit D

Exhibit B

Looking at Radio and Television . . .

It's Quiz Time Again

By the Eye and Ear Man

The renaissance of the audience participation and panel shows, which are sorely missing from the 1959-1960 television schedules, will probably come about within the next year, either as replacements for film shows that have failed or as new shows for summer replacements being tested for fall, 1960.

The recent unpleasantness involving the exposing of certain irregularities on these shows set the category back sharply to the extent that there will only be five audience participation and five panel shows this season in prime network time.

These include old favorites such as Groucho Marx, "People Are Funny," "What's My Line?," "I've Got a Secret," "To Tell the Truth," and "Name That Tune." Foremost among the quiz shows is the freshest new idea to come along in years, "The Price is Right." No one of the new quiz or panel shows appears to be outstanding this year. Therefore, one must conclude that the quiz or panel show of the future is not yet discovered. Consequently this category, which two years ago claimed as many shows as any other category, has been numerically cut in half.

■ The argument for the renaissance in this category is self-evident. When a quiz or a participation show clicks, it is a smasheroo in every way. It is a low-cost show to begin with because live shows or taped shows with a minimum of rehearsal time cost less to produce. In addition, when one of them clicks like "What's My Line," "I've Got a Secret," Groucho Marx, or "People Are Funny," they seem to be good for a long run with steady popularity—some have been steady customers for the Top Ten category.

Foremost of the arguments for the revival of these groups, however, is the commercial impact that is possible by correct use of the participation shows. Many are just one long commercial, thanks to an omnipresent sign or a continual giveaway of the sponsor's product. They also lend themselves to a strong personal sell by the emcee or panel members.

Everyone is aware of Revlon's growth, when, after many false starts, it found a strong selling vehicle in "The $64,000 Question" which strongly affected the sales pattern of the company. Other companies and products have experienced similar successes, although not quite so dramatically or demonstrably.

Another inducement to proceed in the direction of the participation show is the perfection of tape. This amazing new technique allows for editing, "shooting long" and developing a tighter show, better commercial integration, shooting at the convenience of all concerned, and repeat performances of highest quality in summer months.

■ The case for the participating show can be summed up as follows:

1. Less out-of-pocket cost for the program.

2. Good potential for high circulation on good participation shows.

3. Good potential for low cost-per-thousand.

4. Good chance for longevity.

5. Excellent exposure of product throughout show.

6. Excellent integration of personal selling.

7. Ability to repeat edited tape version.

The only thing that remains is for the producers of this type of show to come up with the fresh idea for 1960. The personality of the emcee is, of course, important—especially to the panel show. Without Ralph Edwards, Garry Moore, Art Linkletter, Arthur Godfrey, or Groucho Marx, shows they have made successful would be worthless. Conversely a show like "The Price Is Right" or "The $64,000 Question" transcends the performer.

■ Advertisers and producers alike must be alert to this opportunity. Programming runs in cycles and the have-nots become the haves. The quiz cycle is down and out of balance with westerns, specials, mystery or drama. It is possible to predict, based on historical evidence, that the pendulum will swing the other way within a year.

The stigma has already worn off this category. The court investigations are now past and, for the most part, forgotten. The time is ripe for another different quiz to catapult another courageous product to sales successes. This is the time to try out good ideas locally on television or privately. The next one up with a hot participation idea can clean up. #

Replacement Tire Sales High; Suburbs Lead, 'Look' Finds

NEW YORK, Sept. 18—Sales of replacement tires continue to grow. A total of 66,750,000 tires were bought by car-owning families during the 12 months ended with May, 1959. This is a jump of about 10% over last year's sales for the same period.

There has also been a marked increase in the number of purchasers—indicating a broadening of the market base.

These are findings in the 23rd annual "National Automobile & Tire Survey," just completed by Alfred Politz Research under the sponsorship of *Look*. It will be released Monday.

In contrast to last year's survey, which showed that only 42% of the nation's car owners purchased replacement tires, the 1959 study shows that virtually half (49.4%) of all car owners had bought one or more replacement tires.

While sales of both new and retread replacement tires were up over the preceding year, there are indications that retread sales are moving ahead at a faster rate than sales of new tires.

■ The survey shows that sales of new rubber amounted to 51,450,000 tires—an increase of 2,350,000 over last year. Sales of retreads amounted to 15,300,000, an increase of 3,550,000 over the year before. On a percentage basis, retreads represented 22.9% of total replacement sales in the recent survey, as against 19.3% in last year's study.

All figures on tire sales refer to tires bought for privately owned non-commercial passenger cars exclusively, and do not include any replacement rubber purchased for public or commercial vehicles.

The *Look* survey, which is watched by industry leaders for indications of purchasing trends and consumer preferences, shows that the best market for new tires is in the suburbs of metropolitan areas. Residents in this type of community accounted for 42.7% of all replacement tires bought during the 12-month period surveyed, followed by 17.5% of new replacement tires bought by car owners living in non-farm towns and smaller cities outside of metropolitan areas.

■ The larger central cities of 50,000 to 499,999 population accounted for 12% of new replacement tire sales, while those of 500,000 and over provided 13.4% of the total market. Farm families, buying for their passenger cars, purchased 14.4% of new replacement tires for the period.

The survey also shows where and how replacement tires were bought. The service station leads in the sales of new tires, while the tire store or dealer takes top place in sales of retreads.

Cash is the favored method of paying for new tires, with 67.5% of replacements bought and paid for without resort to credit. Other methods of payment, the survey shows, include monthly charge account (14.9%); instalment payment (10.7%), and credit card (6.5%).

The survey was conducted in late April and early May on a personal interview basis among approximately 3,500 households across the U. S. #

Three FM Stations Bow

Three new fm stations began broadcasting last week. They are WGR-FM, Buffalo; WROC-FM, Rochester, and KFMB-FM, San Diego, all owned by Transcontinent Television Corp. WGR-FM and WROC-FM will affiliate with QXR Network, while KFMB-FM will operate as an independent.

WPON PONTIAC MICHIGAN

SERVING
AN INTEGRAL PART OF AMERICA'S 5th MARKET
LOOK:

OAKLAND COUNTY

33rd IN POPULATION — 646,900	40th IN DRUG SALES — $ 26,977,000
41st IN RETAIL SALES — $615,640,000	36th IN AUTO SALES — $137,435,000
42nd IN FOOD SALES — $183,625,000	46th IN FAMILY BUYING INCOME — $6,888

For Results In Lansing, Mich. . . . it's WILX-TV NBC • CHANNEL 10 WILS

911

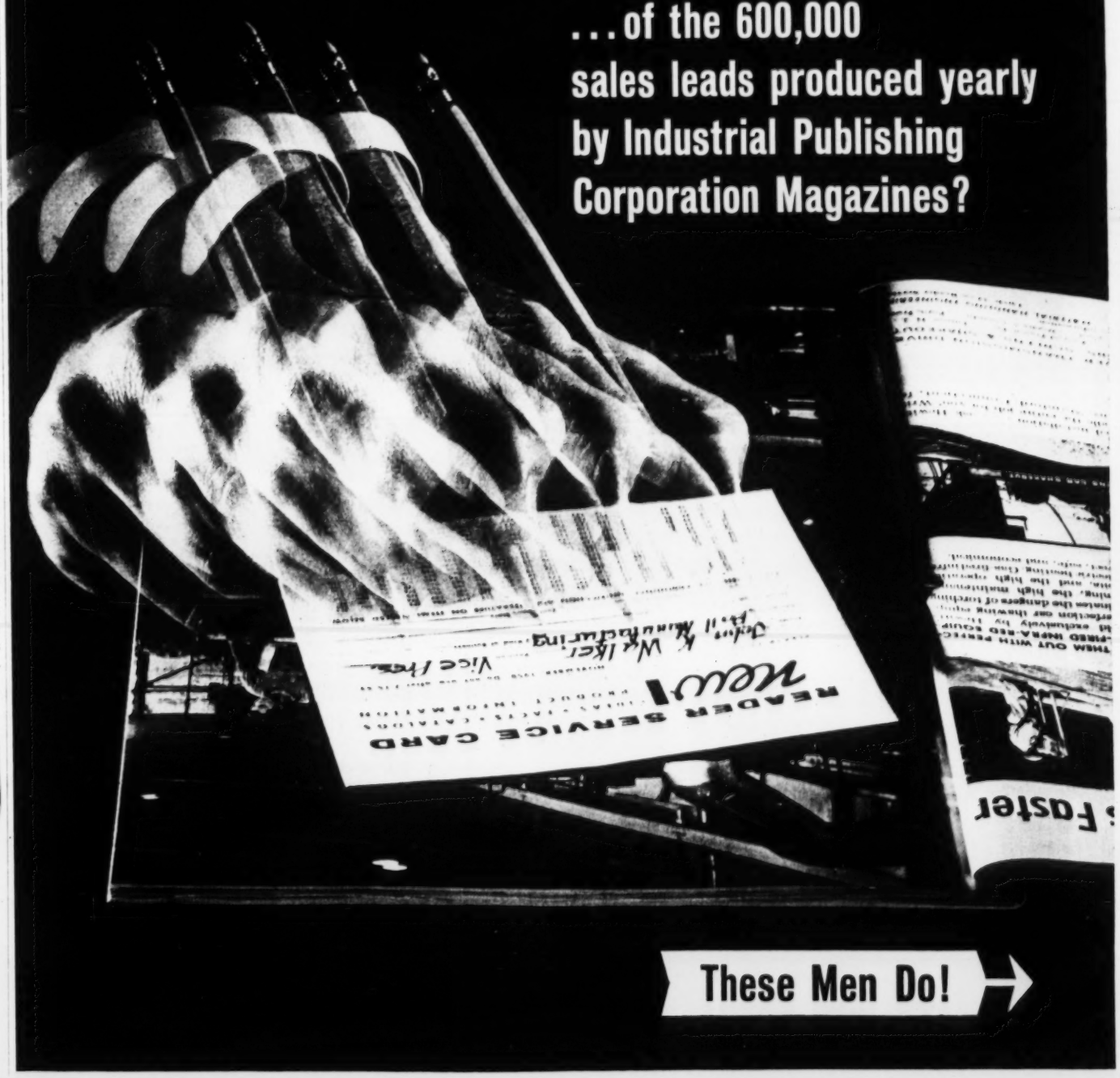
CONTACT VENARD, RINTOUL & MCCONNELL, INC.

IT'S YOUR MOVE!

And the smartest one is into the stable $591 million Vermont market! One order, one bill, one buy home-delivers your client's message into the area where 93.9% of the state's buying power is located. For details, write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

GETTING YOUR SHARE?

. . . of the 600,000 sales leads produced yearly by Industrial Publishing Corporation Magazines?



These Men Do!

U.S. Tobacco Tests New Brands

U.S. Tobacco Co. is introducing three new pipe tobaccos—Antique mixture, to retail at 30¢; White Cloud at 40¢ and Lion Head, at 50¢, —in New York, Boston, Philadelphia, Washington, Detroit, Chicago and on the West Coast. No advertising will be used until the new brands have been tested, but it is expected that a national campaign will be launched in newspapers and magazines within another month. C. J. LaRoche & Co., New York, is the agency.

Hessey to Reincke, Meyer

William S. Hessey, formerly a district manager with McGraw-Hill Publishing Co., first in Philadelphia on *Aviation Week*, and more recently in Chicago on *Purchasing Week*, has joined Reincke, Meyer & Finn, Chicago, in an executive capacity.

Graves to 'Colorado Rancher'

Reid Graves has been named advertising sales representative of *Colorado Rancher & Farmer*, Denver. He formerly was with Equitable Life Assurance Society.

FREE

We'll send you free data on the growing Vermont market and how you can reach it easily, effectively and economically with just one newspaper group. Write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston Mass.

WINE DISPLAY—*June Adler, national wine queen, displays the new Wine Advisory Board poster which will be available to retail wine and liquor stores for National Wine Week, Oct. 10-17.*

Miss Annenberg on Leave

Marion Annenberg, promotion director of WDSU Broadcasting Corp., New Orleans, has been granted a leave of absence for an eastern trip and vacation in Europe. Miss Annenberg has directed the promotional activities of WDSU and WDSU-TV since joining the group in 1950. Joe Sieferth, currently in charge of special projects at WDSU-TV, will assume the full responsibility for the promotion department.

Cooper to Tape Cuban Baseball

Max Cooper, Chicago, tv producer, has installed tv tape equipment at CMQ studios, Radiocentro, Havana, Cuba. The equipment will be used for taping a 26-week series of 1½ hour sports programs featuring U.S. major leaguers in action in Cuban League baseball in the off season. The Havana center is being directed by Edward Scherer, formerly production manager of WTTG, Washington.

Bayuk Agrees It Won't Discriminate in Ad Allowances

WASHINGTON, Sept. 15—The Federal Trade Commission yesterday accepted a consent order from the first of 17 companies which have been accused of giving illegal advertising allowances to Union News Co.

The order, dealing with a complaint which had been issued against Bayuk Cigars, Philadelphia, ultimately may be followed by similar consent settlements covering similar charges which have been lodged against most of the nation's leading magazine publishers.

Under yesterday's order, which is for settlement purposes and does not constitute an admission of guilt, Bayuk agreed that it would not make any illegal advertising allowances in the future. It had been accused of making payments to favored customers without making them available to all.

Even among favored customers, FTC contended, benefits were unequal. It said that Union News Co. got $9,500 in 1956 for special promotional displays and had received $700 a month since 1957 for advertising Phillies, Webster and other Bayuk cigars, while other large outlets got only what they could obtain through individual negotiation.

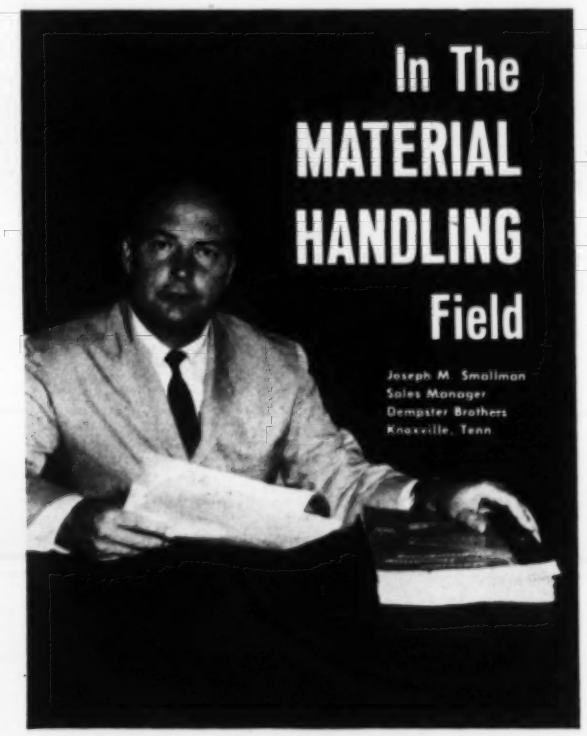
■ The complaint against Bayuk was announced simultaneously with release of complaints against American and Union News Co. last February for soliciting illegal promotional allowances, and against 16 top publishers for granting them.

FTC has been pushing a full-scale hearing on the charges against the distributing organizations, but it reportedly is receptive to inquiries about consent settlements for the magazine publishers (AA, Sept. 7).

Some publishers report they have already reached agreement on provisions of consent settlements, but FTC's staff reportedly is conducting further negotiations, possibly in an effort to determine whether it will be possible to obtain all the publisher settlements at one time. #

Aldrich Appointed Manager

Jefferson E. Aldrich has been appointed midwestern manager of *Western Construction*, a publication of King Publications, San Francisco. Mr. Aldrich was most recently a vp of Warner & Todd, St. Louis agency. Headquarters for midwestern operations will be at 1010 N. Sheridan Road, Lake Forest, Ill.

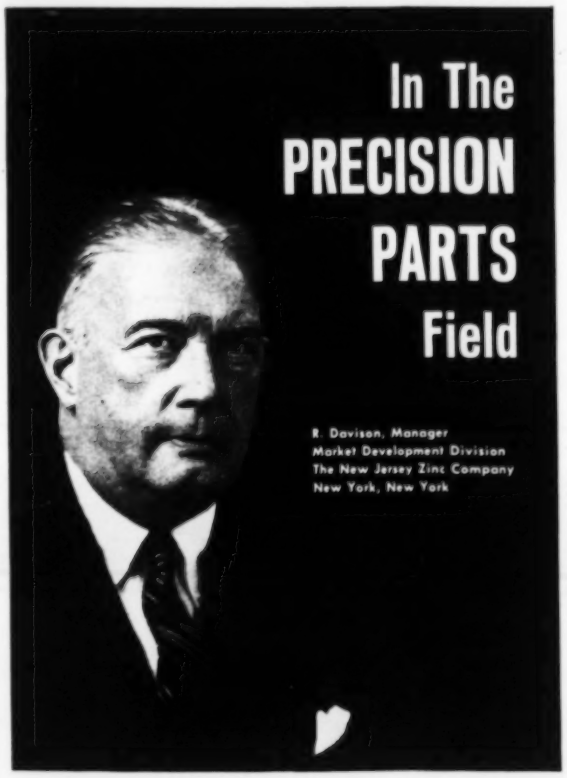


Joseph M. Smallman of Dempster Bros. gets his share of sales leads!

Mr. Smallman says: "MATERIAL HANDLING ENGINEERING* is a consistent producer of a large number of inquiries each month. Our field men are pleased with the high quality of these many sales leads."

To get your share, use MATERIAL HANDLING ENGINEERING & MATERIAL HANDLING ILLUSTRATED

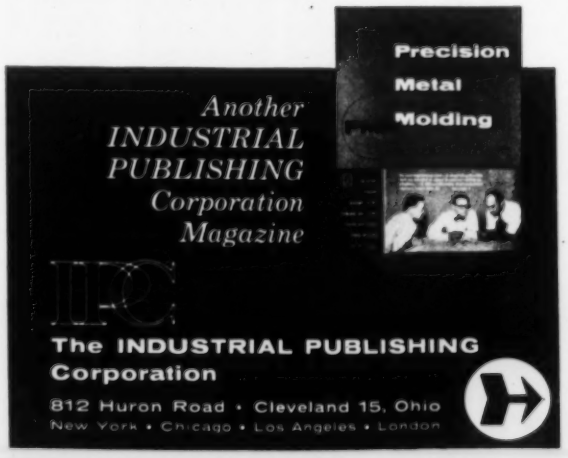
Material Handling ENGINEERING
Material Handling ILLUSTRATED
Both Industrial Publishing Corporation Magazines
*Formerly FLOW
The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London



R. Davison of The New Jersey Zinc Company gets his share of sales leads!

Mr. Davison says: "We find that advertising in PRECISION METAL MOLDING gets action from designers and engineers who influence choice of materials. Over the years, we have had excellent response from PRECISION METAL MOLDING readers, both in volume and in quality."

To get your share, use PRECISION METAL MOLDING


Another INDUSTRIAL PUBLISHING Corporation Magazine
Precision Metal Molding
IPC
The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London

Neil Barnes Defebaugh Byrne Duhaime Lindsay Denton Smith Katerndahl
Albright Johnston Green Hollis Francis

SMILING '60s—*Campbell-Ewald field men on the Chevrolet account met in Detroit to study 1960 ad plans. J. M. Barnes is field coordinator and Mark Green is assistant field coordinator. The others are P. H. Neil, Chicago; Robert K. Albright, Kansas City; James Defebaugh, Cincinnati; T. M. Johnston, San Francisco; R. W. Byrne and R. C. Francis, both of Los Angeles; A. T. Duhaime, Atlanta; Ross Lindsay, Washington; C. A. Hollis, Detroit; L. H. Denton, Dallas; W. R. Smith, New York; R. H. Katerndahl, Denver.*

BVM Adds Three Accounts

BVM Advertising Service, Buffalo, has added three new accounts. They are Carmody Corp., Buffalo, N. Y.; Carleton Aviation Co., East Aurora, N. Y.; and Dow & Co., Buffalo.

Beautiful 35MM COLOR SLIDE DUPLICATES
MADE FROM ANY POSITIVE TRANSPARENCY
FROM 35 MM. to 4" x 5". 9¢ EACH
IN RUNS OF 12 OR MORE OF A SCENE
WRITE FOR FREE SAMPLES
AND FREE TEST RUN OFFER
WORLD IN COLOR PRODUCTIONS
BOX 392-S • ELMIRA, NEW YORK

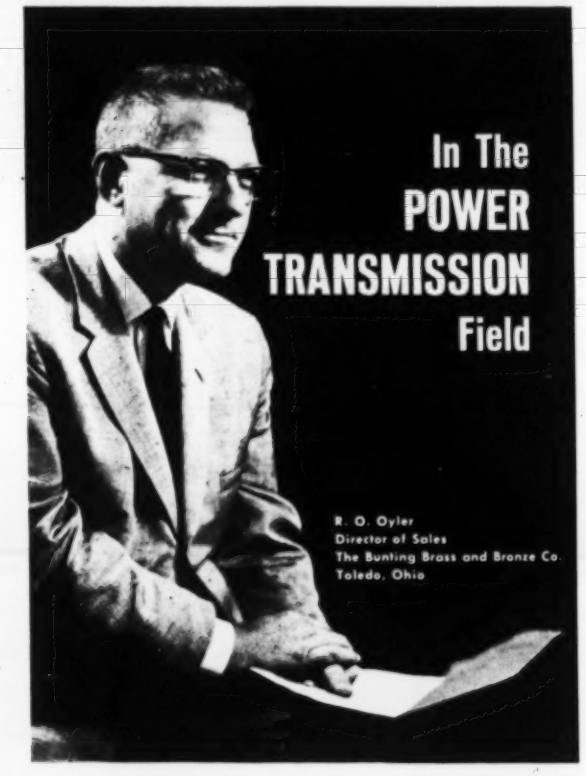
Sell the Inner Circle and you've sold the **Conservative Protestant Church Market**

Church Leaders
Buy Building Products

Hundreds of new Protestant Churches are built each year! To help Pastors and Church Officers we offer them plans, ideas and suggestions in "Christian Life's" Church Building Packet. In nine months, 137 plans were sold and 91 churches completed so far. Investigate this growing market for building products and other products used in Church operation and maintenance. Write for factual brochure.

Over 140,000 Conservative Protestant Churches
A $2 billion Market

Christian Life
The Business Magazine for Church Leaders
33 South Wacker Drive, Chicago 6, Ill.



R. O. Oyler of The Bunting Brass and Bronze Co. gets his share of sales leads!

Mr. Oyler says: "The Bunting Brass and Bronze Co., recognizes that POWER TRANSMISSION DESIGN is an excellent medium for producing action among OEM buying influences as well as supporting our distributors. This coverage fulfills a need that has existed for years."

To get your share, use POWER TRANSMISSION DESIGN

Another INDUSTRIAL PUBLISHING Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation
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New York • Chicago • Los Angeles • London

Chevy's Corvair, at $1,810 and Up, Bows in All Media Oct. 2

DETROIT, Sept. 15—Chevrolet sprang a surprise at a press preview last week by being the first to quote factory suggested list prices on its small car. The Corvair will range from $1,810 to $1,920, which will be $225 below that same suggested price on any present Chevrolet. It also confirmed that the Corvair weight will closely match that of Ford's Falcon—2,375 lbs. for the 4-door sedan without accessories.

Edward N. Cole, general manager of Chevrolet, said exact merchandising plans have not been completely outlined but that a total production of 30,000 Corvairs will have been reached by public introduction time, Oct. 2. Corvairs have been in production since July 6 at the GM Willow Run plant near Detroit.

Mr. Cole said he expected to sell 300,000 Corvairs in the 1960 calendar year, along with 1,500,000 conventional Chevrolets, and that he believed the total market for the year for passenger cars will exceed 6,900,000. This has been the figure also voiced by most other GM spokesmen, and by American Motors' president, George Romney.

■ Corvair will come in two 4-door sedan models at first, with a 2-door sports coupe expected after the first of the year. The car will be powered by an air-cooled 6-cylinder horizontal opposed rear end engine, made largely in aluminum.

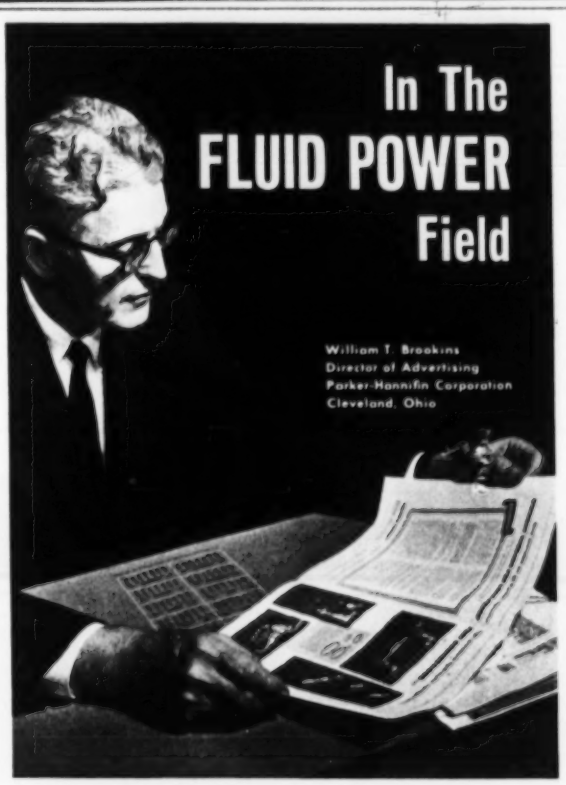
Mr. Cole said he expected expansion of the total automotive market to account for most of Corvair sales, and that he did not expect either conventional Chevrolets or other larger cars to be troubled too much by the new entries.

Campbell-Ewald Co. executives, handling the advertising for Corvair as well as the full-scale Chevrolets, said separate programs for the two have been developed for all media, with a heavy saturation schedule due to start at the same time as public introduction.

Corvair is expected to benefit from the fact that it will be able to get quite a few cars into public hands quickly, and gain from this visibility. #

W. Pa. Dailies Opens Office

Western Pennsylvania Hometown Dailies has opened its own central sales office at 600 Grant St., Pittsburgh, to further the sale of national linage through its package of newspapers. W. Edward Momeyer, on leave from the *Greensburg Tribune-Review* where he has served as advertising manager for more than 20 years, heads the new office.



William T. Brookins of Parker-Hannifin Corporation gets his share of sales leads!

Mr. Brookins says: "As leaders in the hydraulic and pneumatic field, we appreciate—and use regularly—the specialized market coverage which APPLIED HYDRAULICS & PNEUMATICS offers. It enables us to reach one of our principal markets with a minimum of waste."

To get your share, use APPLIED HYDRAULICS & PNEUMATICS

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Nabisco Starts Big Drive for Cookies, Crackers

National Biscuit will launch "the heaviest advertising schedule in the company's history" late this month with extensive use of network television plus increased national magazine space including a three-page, four-color gatefold in *Life*, Sept. 28. New shows added to the network lineup are "Rawhide," "Howdy Doody," "Love of Life," "As the World Turns," "Edge of Night," all on CBS, and "Treasure Hunt" and "The Price Is Right" over NBC.

The rest of the print schedule for September-October is the *Reader's Digest, The Saturday Evening Post, Seventeen, Every-Woman's Family Circle, Woman's Day* and Sunday supplements including *Family Weekly, Parade, This Week Magazine* and independents. The stepped-up campaign will feature cookies, saltines and Ritz crackers, handled by McCann-Erickson, and cereal products, handled by Kenyon & Eckhardt. More than $1,000,000 will be spent from now through October.

AHOY, THERE!

A ship-shape advertising campaign includes Vermont. Reach the area where 93.9% of the state's $591 million buying power is located with just one six-paper group. For details write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

Kaufman Merrick Epstein Kal

PREVIEW—*Four top Washington agency principals were seen in caucus at a preview party for NBC's fall programs given by WRC-TV, Washington. They are Henry J. Kaufman, managing director, Henry J. Kaufman & Associates; Harry Merrick, chairman of the board, and Norman Kal, president, Kal, Ehrlich & Merrick, and Alvin Epstein, president, Alvin Epstein Advertising.*

Benson Tells Adclub Ads Build Farmer's Market, Aid Economy

PEORIA, Sept. 15—Agriculture Secretary Ezra Taft Benson declared yesterday that advertising serves the welfare of the entire country when it uses its "vast power" to remind our people of the importance of maintaining economic freedom.

"The right to advertise and sell is part and parcel of the free American way of life," he commented in a speech before the Peoria Advertising & Selling Club. "But have you ever thought how largely the preservation of American freedom depends on the way you use your vast power to disseminate ideas?

"The foundation of freedom is truth—the basic truth that men have free agency as a god-given right. The preservation of the American way requires a realization that under free enterprise—the capitalist system—our people have produced greater economic and social benefits than any other people in any other country under any other economic system ever devised. That is a story you can most effectively tell."

■ The secretary said advertising is important to the farmer because effective advertising and selling can help expand markets for farm products—"and there is nothing wrong with agriculture today that expanded markets cannot cure."

In defense of his own efforts to eliminate high support price programs, he said his goal "is an agriculture that is prosperous, expanding and free."

"Freedom to change, to adjust, is the very basis of a prosperous and expanding agriculture," he argued. "Where farmers have stayed free they have made their biggest and best advances in efficiency, in markets and in income."

Agriculture today is a bigger and better customer for the products of the American economy than it has ever been, Secretary Benson observed. "Our people on farms spend over $40 billion a year on producer and consumer goods and services," he estimated. "That's three and one-half times as much as they spent two decades ago."

■ In dollars of constant purchasing power—real dollars—our farm population, even though it consists of one-third fewer people, spends 50% more than it did two decades ago, the secretary said. On a per-farm basis, expenditures in real dollars have more than doubled, he said.

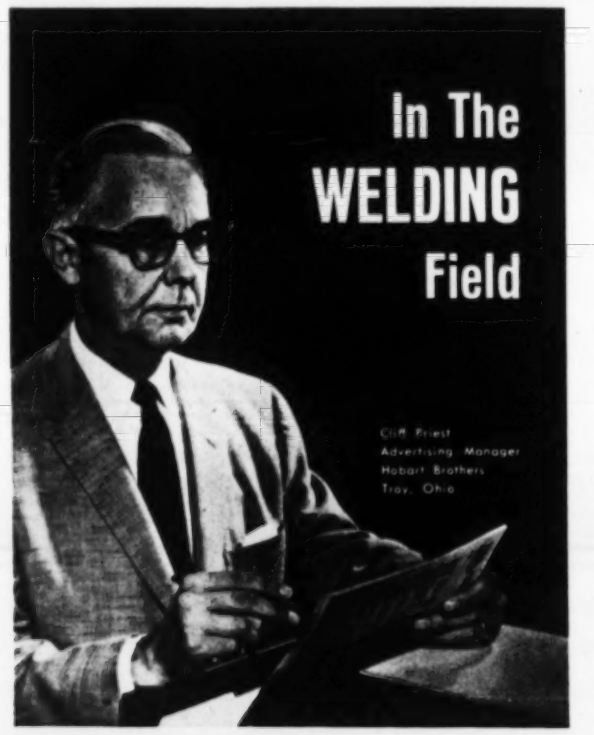
Machinery, commercial fertilizer, fuel, labor and other operating costs amount to about $24 billion, he said, adding that purchases of consumer goods and services total another $16 billion.

Turning to farm life, he emphasized there have been "tremendous" improvements in farm homes. "Nearly all are electrified, compared with only 11% in 1935. About 70% own tv sets, to say nothing of home freezers and other applianees. Two decades ago only 25% of our farms had telephone service," he recalled. "Today 60% have phones, and the percentage is rising rapidly. Over half of all farm families subscribe to some prepayment medical plan.

■ "The farmer and the business man, the farm housewife and the city housewife have become indistinguishable in dress and manner," he pointed out. #

Axtell to Glen Alden

Robert G. Axtell, formerly with McKinsey & Co., has joined Glen Alden Corp., New York, as director of marketing, a new position. Glen Alden Corp. is composed of Glen Alden Coal Corp., anthracite coal producer; RKO Theatres Inc.; Aluminum Industries Inc. and several other divisions.



Cliff Priest of Hobart Brothers gets his share of sales leads!

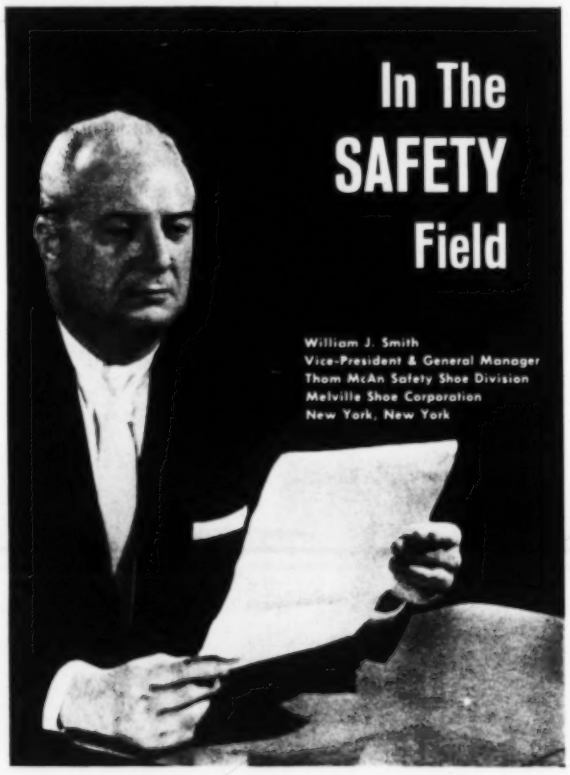
Mr. Priest says: "We use preferred position in WELDING DESIGN & FABRICATION* not only because the magazine has produced inquiries of outstanding quality, but their volume has been consistently high. We feel strongly that the magazine's Franchise-Paid Circulation is responsible . . ."

To get your share, use WELDING DESIGN & FABRICATION and WELDING ILLUSTRATED

Both Industrial Publishing Corporation Magazines

*Formerly INDUSTRY & WELDING

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London



William J. Smith of Thom McAn Safety Shoe Division gets his share of sales leads!

Mr. Smith says: "The inquiries that have resulted from our ads in OCCUPATIONAL HAZARDS have been most satisfactory as to quality and the rate of conversion into actual sales has been extremely high."

To get your share, use OCCUPATIONAL HAZARDS

Another INDUSTRIAL PUBLISHING Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London

RCA Pushes Its TV Star-Tinting Contest via Shopping Bags

NEW YORK, Sept. 15—Radio Corp. of America will use grocery bags as an advertising medium for the first time this fall and the bags will be used to promote color television.

The program, which RCA predicts will reach more than 250,000,000 shoppers during a special 60-day consumer contest promotion starting Oct. 17, will be conducted in cooperation with the E-Z Opener Bag Co., a division of Gulf States Paper Corp.

Feature of the special promotion will be a "living coloring" contest, in which shoppers will color illustrations, appearing on the shopping bags, of tv stars Perry Como, Steve Allen, Tennessee Ernie Ford and Michael Landon, of the "Bonanza" show.

Contestants will be asked to watch on the four specified weekly color tv shows and to color the stars as they appear on the show. The contest will be announced to consumers with a full-color ad in the Oct. 19 issue of *Life*.

Winners can win more than 1,350 prizes, consisting mainly of RCA electronic appliances. Prizes will be awarded on the basis of the colored sketch on the shopping bag and originality of a sentence completed. #

Borden Starts Cheese Push

Borden Foods Co., New York, has launched a large-scale advertising campaign to support its fall cheese promotion, tying in with the cheese industry's October cheese festival. Newspaper ads are scheduled for 125 dailies in 40 states, plus ads in grocery business papers. A new 5 oz. tapered glass jar for Borden's process cheese spreads will be introduced. Young & Rubicam, New York, is the agency on the campaign.

CORY D. CLARK JR. *has been named director of advertising of Reddi-Wip Corp., Los Angeles. He formerly was national advertising and sales promotion manager of Star-Kist Foods Inc.*

Coming Conventions

Sept. 23-24. CBS Radio Affiliates Assn., sixth annual convention, Waldorf-Astoria, New York.

Sept. 23-24. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 24-26. Advertising Federation of America, 10th District convention, Hotel Texas, Fort Worth.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 26-27. American Women in Radio and Television, Shamrock Hotel, Houston.

Sept. 26-Oct. 1. Affiliated Advertising Agency Network, international convention, Somerset Hotel, Boston.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Magazine Publishers Assn., 3rd annual fall conference, Hotel Commodore, New York.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Oct. 4-6. Advertising Federation of America, 7th District convention, Roosevelt Hotel, New Orleans.

Oct. 5-6. New England Newspaper Advertising Assn., annual meeting, Parker House, Boston.

Oct. 8. Assn. of National Advertisers, International Workshop, Savoy-Hilton, New York.

Oct. 8-9. Advertising Federation of America, 3rd District, fall conference, Poinsett Hotel, Greenville, S. C.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D.C.

Oct. 15-16. American Assn. of Advertising Agencies, annual central regional meeting, Drake Hotel, Chicago.

Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Roosevelt Hotel, Pittsburgh.

Oct. 16-17. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 18-21. Junior Panel Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 21. Associated Business Publications, annual midwestern conference, Drake Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 23-25. Midwestern Intercity Conference of Women's Advertising Clubs, Oakton Manor, Pewaukee, Wis.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, regional conference, Drake Hotel, Chicago.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

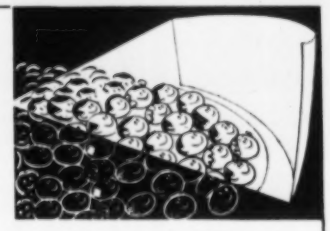
April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

General Foods Ltd. Buys Hostess Food Products

General Foods Ltd., Canadian subsidiary of General Foods Corp., will acquire Hostess Food Products Ltd., Preston, Ont., producer of Hostess potato chips, Oct. 1. Hostess will be operated as a subsidiary of General Foods Ltd., under the direction of Leon A. Miller, president and general manager of the latter. Hostess does regional advertising in Ontario. Its agency is Stevenson & Scott, Toronto. General Foods, White Plains, N. Y., said it was too early to say whether there will be any changes in advertising.

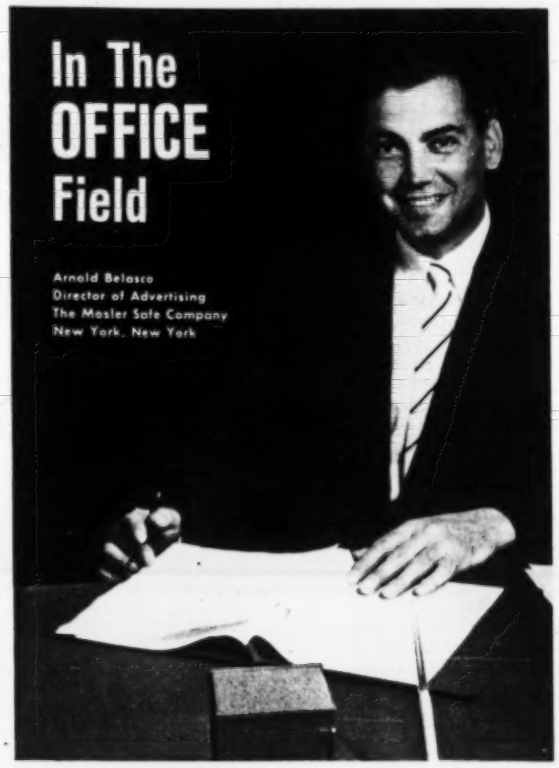
Three Toronto agencies, Baker Advertising Agency, McConnell, Eastman & Co. and McKim Advertising, service GF in Canada.

DO YOU WANT TO REACH A RECORD BREAKING AUDIENCE?



This summer's motion picture theatre attendance has broken all records for the past ten years. You can sell this huge audience through full color theatre screen advertising.

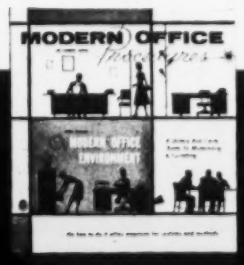
TAB FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT: THEATRE-SCREEN ADVERTISING BUREAU 437 MERCHANDISE MART • CHICAGO 54, ILLINOIS



Arnold Belasco of The Mosler Safe Company gets his share of sales leads!

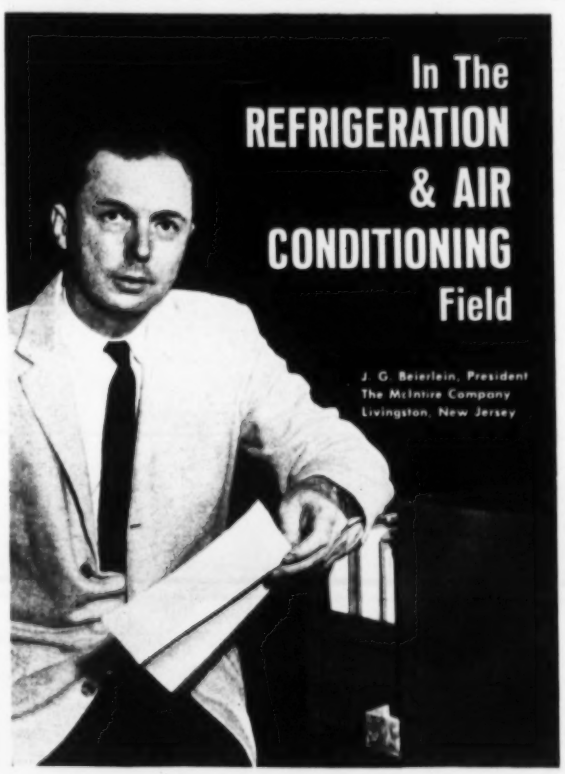
Mr. Belasco says: "MODERN OFFICE PROCEDURES has consistently come in with a great number of leads from top quality companies . . . the Revo-File Division reports success in converting these leads to sales."

To get your share, use MODERN OFFICE PROCEDURES



Another INDUSTRIAL PUBLISHING Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London



J. G. Beierlein of the McIntire Co. gets his share of sales leads!

Mr. Beierlein says: "Over the past several years we have kept records on the source of all our inquiries. Each year the largest number come from our advertisements in THE REFRIGERATION & AIR-CONDITIONING BUSINESS. We naturally are pleased with these results and look forward to the continuance of this fine advertiser-publisher relationship . . ."

To get your share, use The REFRIGERATION & AIR-CONDITIONING BUSINESS

Another INDUSTRIAL PUBLISHING Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London

TvB, Reps Say Spot Availabilities Growing Scarce

NEW YORK, Sept. 15—A report issued last week by Norman Cash, president of the Television Bureau of Advertising, indicated that while stations are doing a record spot business in the 1959-'60 season, there still are a substantial number of availabilities.

The situation did not seem quite so rosy, however, to station representatives.

• A spokesman at CBS Television Spot Sales said that minutes on its stations are impossible to get, even in the smaller markets—available only after cancellations. For the evening hours, New York, Chicago, Los Angeles and St. Louis are entirely sold out; Washington and Philadelphia still have a few 20-second spots "in the bottom of the barrel," the CBS rep added.

• At NBC Television Spot Sales, Richard Close, director of represented stations, said availabilities are limited, and prime spots are sold out. "Minutes are taken as soon as they are made available," he said, "and 20s are 99% sold out."

• The situation was reported tight in the 25 top markets represented by Edward Petry & Co. Minutes move very rapidly in these markets and are now difficult to find. Petry reported no 20s available in the East, but a few are still to be had in the West and Midwest.

• Blair Television Associates, on the other hand, indicated that, although the situation is getting a little tight, there are still plenty of spots to be had, even in prime time. "There are still some minutes available in night periods," Otto Ohland, of Blair, said.

• A salesman at Katz Agency said Mr. Cash was correct. He added that Katz still had minutes available in most markets.

■ Mr. Cash reported that a check of 27 key stations made in the week of Sept. 6 showed the following availabilities in the 6:30 to 11 p.m. period: 180 20-second spots, 291 ten-second spots and 69 minutes.

TvB said that there also are a number of good spots available during daytime hours. #

FULL COLOR 8x10's

35¢ each in 1,000 lots!
From your 4x5, 5x7, 8x10 transparencies.
Three to four week service.
Write, Wire or Phone for Free Samples
GROGAN PHOTO COMPANY
1875 Bahls St. Danville, Ill.

Schruth Jeffris MacNeal Parker

FIFTY YEARS—*Robert E. MacNeal, president of Curtis Publishing Co., presents Brice M. Jeffris, president of Parker Pen Co., with a plaque honoring Parker as a 50-year advertiser in The Saturday Evening Post. Looking on are Peter E. Schruth, Post vp and ad director, and Daniel Parker, exec vp of Parker Pen.*

Church & Dwight Tests Large Sal Soda Box

Church & Dwight Co., New York, will test market its large size (3 lbs., 7 ozs.) box of Sal Soda Concentrate in Washington, Baltimore and Detroit, beginning Oct. 1. Advertising will include more than 4,200 lines of newspaper ads in each city during a six-week period.

Color ads include half pages in the *Baltimore Sunday Sun* and *Washington Sunday Star* Oct. 4. Brooke, Smith, French & Dorrance is the agency.

Gunther Renews Oriole Games

Gunther Brewing Co., Baltimore, has signed an agreement renewing the broadcasts of all Baltimore Orioles home and road games on WBAL for the next three years. The station has had Oriole games since 1957.

'Milwaukee Journal' Offers Color Pages Tied to 'Better Meals'

MILWAUKEE, Sept. 15—The *Milwaukee Journal's* R.O.P. Color Service is releasing to subscribing newspapers throughout the nation a series of 40 r.o.p. color pages designed to tie in with the September "Better Meals" program and general fall food promotion.

The "package" was announced by Robert K. Drew, *Journal* advertising director. It includes newspaper promotion ads, editorial features and section covers, and a wide selection of retail ads.

The first release comprises six color promotion ads scheduled to run in the *Journal* Sept. 14-26 and tied to the Bureau of Advertising's "Better Meals" sales promotion. Written to be of similar, or partial, use anywhere, the promotion ads will come in a variety of sizes, shapes and colors.

■ The second mailing from the R.O.P. Color Service includes nine full-color editorial pages designed for use in various sections of the nation and for varied food editor preference. Sponsored by food processors, the editorial pages also are tied in closely with the "Better Meals" program.

Also included in the *Journal* r.o.p. package are 11 retail food supermarket pages from cooperating national sources. Feature of these pages is that the individual units of food being advertised can be reproduced to suit the advertiser's needs, thus providing greater flexibility.

One of the features of the entire set of mailings is a series (12-18) of the ads produced by the *Journal* for the Sentry food chain, headquartered here. New production techniques in those ads permit interchange of color items and color background as well as black plate.

Most of those ads will be merchandised to the fall and winter season with several tied in specifically to the "Better Meals" program.

■ Last in the R.O.P. Color Service package will be a series of Del Monte ad mats which will go to the same group as will receive the Sentry ads, such as retail ad managers of subscriber papers and 40 leading chain store division managers.

That mailing contains specific information on how to order the mats, as well as providing names of Del Monte representatives throughout the country. #

Savannah, Odessa Join AFA

Advertising clubs in Savannah, Ga., and Odessa, Tex., have affiliated with the Advertising Federation of America. Gwendolyn Weldy is president of the Savannah Advertising Club, and Herb Adkins heads the Advertising Club of Odessa.

ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Continental Baking Co. is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis; Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9 CEDAR RAPIDS
Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

The Protestant Religious Market — One of America's **BIG** Markets

There are more than 60 million church-connected Protestants in America.

Their churches and institutions constitute a $2.2 billion market.

Churches and related institutions buy instructional supplies, audiovisual equipment, books, office supplies and equipment, organs, pianos, furniture, buses, kitchen and dining equipment, fuel, fences, play and recreation equipment, construction materials and thousands of other products and services.

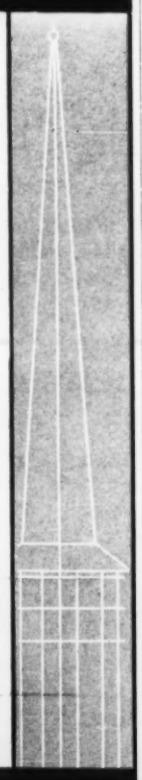
The Protestant Religious Market is a big market.

CHRISTIANITY TODAY, the magazine edited for the leaders of the Christian World, offers you top coverage of this big market through practically 100 per cent saturation of the important buying factors. In terms of readership this means:

- **Coverage of 180,000 key Protestant leaders of all denominations**
- **Every reader a buying factor—no waste circulation**
- **81 per cent readership by subscribers (independent survey by Opinion Research Corp.)—the highest readership among religious magazines**
- **Editorial vitality guaranteed by 140 contributing editors in all parts of the world**

CHRISTIANITY TODAY *is your "one magazine coverage" of the Protestant Religious Market.*

Write today for rates and data.



CHRISTIANITY TODAY
Washington Building, Washington 5, D. C.

TODAY'S THE DAY

To find out more about the $591 million Vermont market. Write for free data and for details on the six-paper group that home-delivers your client's message to the region where 93.9% of the buying power is located. VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

Personal Products Spec Issued by NAB Board

(Continued from Page 1)

pit or actual application of deodorant, effect of perspiration on clothing, settings connected with unpleasant odors. Seek clinical words like "perspiration"; use silhouette technique to lend impersonal air, and techniques which imply cleanliness, good grooming after use.

Depilatories: Avoid emphasis on armpit, words or shots depicting body hair as unsightly, and scenes showing removal of hair, and sexy settings and costuming. Seek settings and situations dwelling on fashion or good grooming.

Toilet tissues: Most sensitive of the seven. Generally commercials have been excellent, however. Avoid blunt term "toilet paper," demonstrations of its softness or strength, and settings associated with actual use. Seek fantasy or fictional air, settings associated with purchase or storage of product and techniques to compare tissues indirectly.

Cold and headache remedies: Most unfavorable comments result from repeated exposure rather than lack of good taste. Avoid over-use of visual devices of circulatory, digestive or nasal systems, sound effects describing discomfort morbidly. Seek stress on relief and pleasant after-effect, abstract demonstrations.

Corn and callous remedies (including athlete's foot preparations and foot powders): Avoid words like "itching" and "burning," emphasis on discomfort, demonstrations of product in use. Seek means to associate product with good grooming.

Foundation garments: Sex is problem here. Avoid live models unless fully clothed, copy appeals and camera shots emphasizing sexual allurement, appeals to teen agers, demonstration with the human hand, over-use of close-up Seek appeals to style and fashion, use of dummies rather than bodies.

■ Donald H. McGannon, chairman of the code review board and president of Westinghouse Broadcasting Co., New York, said the report shows that while the majority of television commercials are "in excellent taste and acceptable," there is room for improvement in some areas of commercial presentation.

While NAB has declared that the report is to be distributed as widely as possible among broadcasters, advertisers, agencies and allied groups, the code review board cautions that "any self examination must contain negative elements."

The review board reiterates that "it is among the strongest proponents of commercial television," and that "it believes without question that television is ideally suited for the advertising of most personal products."

■ While the report hints at a vast volume of resource materials, it disclosed only the "avoid" and "seek" recommendations the board voted to offer.

Among the materials available to the committee, it revealed, was a special national survey on audience attitudes toward advertising sponsored by the code board late in 1958.

"Exact details of the survey are confidential," the report said, "but it revealed negative opinions of the viewing public that should be of great interest to responsible advertisers, their agencies and to broadcasters."

■ Concluding sections of the report say that the Hartenbower committee found the vast majority of personal products presented tastefully and effectively, and welcomed into the home. "The committee's prime object," the report says, "is to encourage such television advertising.

"To do so requires the ingenuity and cooperation of the advertiser, agency and broadcasters," it concludes, "an unbeatable combination working together and moving toward the same objective."

■ Unlike last spring, when it forced a show-down with all code stations carrying ads for hemorrhoid remedies, the code review board stressed that it is not seeking to eliminate any of the personal products covered in this report, but that it wishes to improve the presentation.

Hemorrhoid remedies, the report said, come under a code interpretation which holds that "intimately personal" products are not acceptable for television. Other personal products, it said, are acceptable, but because of special problems they create, "such products, when accepted, should be treated with special emphasis on ethics and the canons of good taste."

■ The distinction in the code between "personal" and "intimately personal" is completely understandable, the report argued. "The average American adult or child is accustomed to seeing toilet tissue, deodorants and laxatives on open display. No attempt is made to hide or disguise the product, while sanitary napkins and other feminine hygiene products are customarily wrapped in plain paper. Rectal suppositories or applicators are generally concealed from public display."

The report conceded that good taste is elusive and subjective, and that such factors as age, sophistication, education, geography, and individual preferences influence one's reaction.

However, it said the committee was in unanimous agreement on the guideposts included in the report. "Of course they cannot cover every commercial technique," it cautioned. "The committee recognizes the need for flexibility in its analysis and recommendations."

■ After its meeting this week the code review board stressed that the report on personal product advertising is only one segment of a stepped-up code compliance effort.

Through a new Hollywood office, it reported that it is in a position to advise film organizations which now supply over 40% of the program material on tv. In addition, it reports that expanded monitoring arrangements are providing comprehensive reports on all major and medium-size markets.

Code board members also completed plans for personal appearances at all NAB fall conference meetings, starting Oct. 15, "to discuss personally the over-all planning of the code board as well as to review its past activities." #

Sam Goody Plan Deferred

The creditors committee of Sam Goody, New York (AA, March 2, *et seq.*), record and audio dealer, have deferred approval of a Chapter XI plan until the impact of the new Goody East store can be determined. The store, at 43rd St. and Third Ave., opened Sept. 14. A hearing on the plan was adjourned until Oct. 20.

Last Minute News Flashes

Cahners, Industrial Publications Set to Merge

BOSTON, Sept. 18—Cahners Publications here and Industrial Publications Inc., Chicago, are expected to merge about Oct. 1. Norman L. Cahners, president, said that while the merger is not yet a *fait accompli* it is expected the two companies will merge "about the first part of October." The merger involves "in excess" of $4,000,000 and will not affect personnel or publishing operations of either companies, Mr. Cahners said. Headquarters of the merged company will be in Boston, while IPI will continue to operate in Chicago, he said, adding that while no name for the combined company has been officially decided upon, it "might be" Cahners Publishing Co. He will be chairman of the merged company and Maurice P. Driscoll, president of IPI, will retain that title. Cahners publishes *Modern Materials Handling, Metalworking* and *Materials Handling Manual*. IPI publishes *Brick & Clay Record, Building Construction Illustrated, Building Supply News, Ceramic Data Book, Ceramic Industry* and *Practical Builder*.

Schick Sportscast Ads Hit 'Old Style' Shave Tool

NEW YORK, Sept. 18—Perhaps the most competitive commercials in the razor business' long history of competitive claims will begin tomorrow on NBC's NCAA football games, when Eversharp-Schick Injector attacks old-fashioned shaving instruments. The instrument being attacked looks remarkably like a well-known razor prominently identified with athletic events, but it is the product of a Swedish company which Schick owns. Commercials feature Red Grange and Bud Palmer, and comparisons are made between the pumpkin-shaped football of the past vs. today's sleek pigskin and conventional razors vs. the Schick shaver. Compton Advertising is the agency.

Ruppert Weighs NC&K, SSC&B Against Compton

NEW YORK, Sept. 18—The brewery account of Jacob Ruppert, which had been interviewing agencies, was still at Compton Advertising as ADVERTISING AGE went to press. Two other agencies were in strong contention—Norman, Craig & Kummel and Sullivan, Stauffer, Colwell & Bayles. Ruppert has been spending around $2,500,000 in media, plus heavy sales promotion expenditures of about $1,200,000. Its total sales are estimated by trade sources to be off around 2%, mostly in the metropolitan New York area, where some 35% of its volume is, and with New England sales (always a strong Ruppert market) showing gains.

Olds Sets '60 Model Introduction on Two Networks

DETROIT, Sept. 18—Oldsmobile will introduce its 1960 model cars almost simultaneously on two tv networks Sept. 29, said to be the first time a car maker has used a double-network introduction. The half-hour "Dennis O'Keefe Show" (8 p.m., EST) will exhibit the car on CBS-TV, and an hour special with Bing Crosby and Frank Sinatra will show the Olds on ABC-TV at 9:30 p.m. (EST). D. P. Brother & Co., Detroit, handles the Oldsmobile account.

'Ward's' Predicts No Increase in '60 Auto Prices

DETROIT, Sept. 18—General Motors Corp. will hold the line on 1960 auto prices, and Ford Motor Co. and Chrysler Corp. are expected to follow suit. "Ward's Automotive Reports" said a "stand-pat" policy on prices will be the industry's answer to inflation. General Motors yesterday revealed its new prices, showing almost no changes, except that some optional equipment is now standard.

Frigidaire Markets Dryer; Other Late News

• **Frigidaire** division of General Motors, Dayton, is entering the gas dryer business with the introduction of four new automatic models. The models will be promoted through local media starting in October in some 21 "strong" gas markets. Dancer-Fitzgerald-Sample, New York, is the agency.

• **R. B. Mackay,** formerly assistant to the advertising manager of General Motors of Canada, has been appointed vp of Ross Roy of Canada Ltd. He will be responsible for advertising on the following products of Chrysler Corp. of Canada Ltd.: Plymouth, Chrysler, Fargo, Valiant and Chryco. Merchandising and sales promotion on these will continue under Joseph B. Piercell, account executive.

• **Doyle Dane Bernbach Inc.,** New York, beat out 30 other agencies in the race for the $1,500,000 ABC-TV and ABC Radio accounts. ABC was left agencyless when BBDO dropped it to go to work for CBS-TV. DDB did not put in its bid for the ABC account until it got the green light from another of its clients, CBS Radio, Maxwell Dane, vp and general manager of the agency, told ADVERTISING AGE. CBS Radio and its flagship station, WCBS, New York, brought the agency billings of about $500,000 last year. CBS Radio has not named a new agency yet.

• **Compton Advertising** has appointed Norman Cary vp and creative director on the West Coast, a new post. He comes to Compton after more than 14 years with Batten, Barton, Durstine & Osborn, New York, where he was a copy group supervisor. His duties will embrace over-all coordination of creative staff work in the agency's Los Angeles, San Francisco and Portland offices.

• **Fred R. Haviland Jr.** has joined Jos. Schlitz Brewing Co., Milwaukee, as director of market planning—a new position. He formerly was director of business planning for Anheuser-Busch Inc., St. Louis.

• **Anthony J. Hebel,** an account executive at McCann-Erickson, will join Grant Advertising, Chicago, Oct. 1 as a vp, member of the plans board and account executive on Old Milwaukee beer. He has been with McCann for the past eight years.

• **Justin C. McCann and John E. Mitchell,** vp and secretary, respectively, have "retired from the Haire Publishing Co.," according to Andrew J. Haire Jr., treasurer.

• **Don Manchester** has resigned as vp, senior account supervisor and director of client services of McCann-Erickson, Chicago, to return to Manchester & Kreer, an agency which he co-founded in January, 1956. Mr. Manchester sold his interest in the agency when he joined McCann in December, 1956, but retained the title of president and counselled the agency. He has now purchased controlling interest in Manchester & Kreer and will resume an active role as president.

• **Sunkist Growers** has voted an advertising assessment of more than $3,500,000 to promote fresh oranges and lemons during the 1959-'60 season, which begins Nov. 1. Foote, Cone & Belding is the agency.

U.S. Liberalizes Tax Deductibility Rules on Advertising

(Continued from Page 1)

than 40 years.

■ In the new rule, the Treasury continues to hold that expenditures for lobbying and political purposes, including advertising, are not deductible.

Then, amplifying its definition of lobbying, the regulation includes this new language: "For example, the cost of advertising to promote or defeat legislation, to influence the public with respect to the desirability or undesirability of proposed legislation is not deductible as a business expense, even though the legislation may directly affect the taxpayer's business."

Turning to institutional advertising, the regulation then adds these other entirely new sentences:

"On the other hand, expenditures for institutional or 'good will' advertising which keeps the taxpayer's name before the public are generally deductible as ordinary and necessary business expenses provided the expenditures are related to the patronage the taxpayer might reasonably expect in the future.

"For example," the Treasury's new elaboration provides, "a deduction will be allowed for cost of advertising which keeps the taxpayer's name before the public in connection with encouraging contributions to such organizations as the Red Cross, purchase of U.S. savings bonds, or participation in similar causes."

Facing up to an issue which has been a source of constant controversy in the past, the new proposal then adds: "In like fashion, expenditures for advertising which presents views on economic, financial, social or other subjects of general nature, but which do not involve any of the activities specified in the first sentence of this section [lobbying] are deductible if they otherwise meet the requirements of regulations under Sec. 162 [reasonable and necessary]."

■ A controversy over new tax regulations for advertising raged because the original Treasury draft retained long-standing language bracketing most advertising on public matters into the lobbying category. The original proposal, hotly opposed by ad groups, declared: "Expenditures for lobbying purposes for the promotion or defeat of legislation, for political purposes, or for the development or exploitation of propaganda (including advertising other than trade advertising) relating to any of these foregoing purposes are not deductible."

Advertising people feared adoption of the rule in that form would be interpreted as a red light against deduction of most advertising other than "trade advertising." In the new rule, the Treasury has met their criticism by eliminating references to "trade advertising" and by adding new language officially approving most kinds of institutional or good will advertising.

■ One portion of the new rule is designed to pin down the Treasury's Supreme Court victory early this year in cases where it disallowed deductions by liquor wholesalers who used advertising to defeat state dry law referendums (AA, March 2). In addition to specifying that lobbying expenses are not deductible even if they involve legislation which has a direct effect on the business, the new proposal contains a section which specifies that "lobbying" covers efforts to influence a referendum as well as to influence members of a legislative body directly or indirectly. #

PEP TALK—*James G. Conzelman, vp of D'Arcy Advertising Co., showed a new sales training film the agency prepared for Standard Oil Co. (Indiana) at the Agate Club, Chicago, last week. The film, "The Game's the Same," makes an analogy between sports and selling.*

Ad Dollar Pressure Is Vital: de Tarnowsky

(Continued from Page 1)

measure, you're apt to end up dog-fighting with pressure tactics anyway.

"I have seen as many good products die shortly after birth from malnutrition as from any other single cause. By the time we have agonized a new product into existence, we are all sometimes tempted to believe in it so deeply that we think some force inherent in its own value assures its success. Many corporate-minded executives will literally talk themselves into believing that their pet product will succeed. They become so imbued, so product-minded that they actually ignore the consumer's point of view.

■ "The sad fact, however, is that the public doesn't hold meetings, form discussion groups to consider the merits of our products. It doesn't eagerly seize upon our information and carefully consider our product's uses and benefits.

"The public has to be told and told and told. People have to be made to listen when they don't want to listen. They have to be made to understand when they don't want to understand. There isn't any piece of advertising copy that has ever been written that can sell merchandise without being seen or heard."

Mr. de Tarnowsky, who came to Warner-Lambert earlier this year from Mead, Johnson & Co., said you don't have to worry so much about promotional power if you are introducing a product which is wanted and which is "different from anything else in the world."

On the other hand, he said, if you are entering a product in a highly competitive market, your share of the total advertising done in the field will bear "an amazing relationship" to the share of sales.

As an example, he cited the aspirin market. "Don't expect a $5,000,000 advertising appropriation to buy a large segment of this market, when the entrenched opposition is already spending $8,000,000 to $10,000,000," he pointed out.

■ Mr. de Tarnowsky also warned advertisers to keep the tone of their messages in tune with the times. "Nowadays," he explained, "the public is apathetic to the usual nice, quiet, considerate advertising copy and promotional displays. The public has received too many warnings of impending doom—atom bombs, hydrogen bombs, germ warfare, inflation and bankruptcy—to be motivated by such tactics. If your competition is blatant and aggressive, you will simply have to be more intriguing and perhaps bombastic to stimulate the consumer into action."

What are the questions to consider in bringing out a new product? Mr. de Tarnowsky recommended as a guide a 12-point checklist which Brown Bolte recently presented at a meeting of the Proprietary Assn. Mr. Bolte is president of Sullivan, Stauffer, Colwell & Bayles, an agency which has no Warner-Lambert business. His checklist is as follows:

• **1.** Does the product make a real contribution that consumers will recognize and want?

• **2.** Can product superiorities be translated into advertising promises to which consumers will readily respond?

• **3.** Can it be marketed at a price acceptable to consumers?

• **4.** At that price, will it turn up gross revenue to provide both a fair profit and strong promotion?

• **5.** Is potential volume big enough to justify applying the manufacturer's and the agency's top talent to its marketing operations?

• **6.** Is the product market-stable with long-term growth potential?

• **7.** Is the product compatible with your current manufacturing know-how and facilities?

• **8.** Is it sold through wholesale and retail outlets now covered by your sales organization?

• **9.** Has clinical work been thorough enough?

• **10.** Have consumer preference studies validated clinicians' data on product performance and superiority?

• **11.** Has packaging been thoroughly checked out for convenience, consumer appeal and shelf appeal?

• **12.** Is the company's financial strength [equal to the onslaught] of competitors and the strongly entrenched brands? #

DeVico Joins 'Parents' '

Joseph G. DeVico, formerly with *Women's Wear Daily*, has joined the advertising promotion staff of *Parents' Magazine*.

100 Top Magazine, TV Advertisers

First Six Months of 1959

Source: Publishers Information Bureau

Compiled by Leading National Advertisers Inc. and Broadcast Advertisers Reports

These figures are based on measurements of 79 general magazines, four farm publications, the three television networks and the following Sunday magazine sections: The American Weekly, Family Weekly, First 3 Markets Group, New York Times Magazine, Parade and This Week Magazine.

COMPANY	Total Expenditure	P.I.B. Magazines			P.I.B. Sunday Magazine Sections	LNA-BAR Network Television
		General	Farm	Total		
1. Procter & Gamble Co.	$29,936,133	$2,261,968	.....	$2,261,968	$597,598	$27,076,567
2. General Motors Corp.	28,395,446	14,705,718	656,221	15,361,939	2,024,100	11,009,407
3. General Foods Corp.	18,960,892	4,589,898	120,583	4,710,481	3,113,851	11,136,560
4. Lever Brothers Co.	18,552,310	1,821,549	37,730	1,859,279	1,037,520	15,655,511
5. Colgate-Palmolive Co.	17,536,957	2,600,555	85,925	2,686,480	2,728,950	12,121,527
6. American Home Products Corp.	17,321,497	3,041,527	225,891	3,267,418	745,158	13,308,921
7. Ford Motor Co.	13,617,225	6,525,692	682,451	7,208,143	630,490	5,778,592
8. Chrysler Corp.	12,308,968	6,994,170	156,108	7,150,278	279,130	4,879,560
9. American Tobacco Co.	11,419,127	3,566,471	94,144	3,660,615	1,502,330	6,256,182
10. R. J. Reynolds Tobacco Co.	11,210,197	2,400,321	162,325	2,562,646	746,395	7,901,156
11. General Mills, Inc.	11,189,394	3,177,324	84,646	3,261,970	1,329,025	6,598,399
12. Liggett & Myers Tobacco Co.	9,465,875	2,043,398	7,300	2,050,698	1,118,905	6,296,272
13. General Electric Co.	9,316,572	6,221,612	162,515	6,384,127	191,555	2,740,890
14. Bristol-Myers Co.	9,258,958	2,237,392	.....	2,237,392	314,730	6,706,836
15. P. Lorillard Co.	8,811,669	175,346	.....	175,346	1,873,530	6,762,793
16. Sterling Drug, Inc.	8,394,943	947,027	47,342	994,369	641,571	6,759,003
17. Campbell Soup Co.	7,929,180	3,557,315	111,325	3,668,640	1,830,455	2,430,085
18. National Dairy Products Corp.	6,653,514	3,215,852	47,850	3,263,702	709,465	2,680,347
19. Gillette Co.	6,530,545	307,106	.....	307,106	166,095	6,057,344
20. Kellogg Co.	5,936,989	1,597,901	76,814	1,674,715	1,074,031	3,188,243
21. Distillers Corp.-Seagrams, Ltd.	5,606,872	5,333,136	7,650	5,340,786	91,926	174,160
22. National Biscuit Co.	5,507,257	909,745	5,909	915,654	1,211,395	3,380,208
23. Pharmaceuticals, Inc.	5,412,841	9,200	.....	9,200	138,096	5,265,545
24. Philip Morris, Inc.	5,383,550	1,386,283	.....	1,386,283	638,131	3,359,136
25. American Telephone & Telegraph Co.	5,240,039	4,319,305	172,760	4,492,065	30,089	717,885
26. Brown & Williamson Tobacco Corp.	5,207,985	1,305,454	8,290	1,313,744	.....	3,894,241
27. Standard Brands, Inc.	5,043,926	742,631	127,120	869,751	405,631	3,768,544
28. E. I. Du Pont de Nemours & Co., Inc.	4,997,905	2,450,602	56,311	2,506,913	245,601	2,245,391
29. Eastman Kodak Co.	4,924,661	2,189,960	.....	2,189,960	30,366	2,704,335
30. Revlon, Inc.	4,698,381	1,378,735	.....	1,378,735	127,901	3,191,745
31. Pillsbury Co.	4,564,629	789,707	.....	789,707	1,259,486	2,515,436
32. Corn Products Co.	4,443,886	2,160,478	29,760	2,190,238	210,265	2,043,383
33. Westinghouse Electric Corp.	4,356,218	1,492,444	152,999	1,645,443	162,130	2,548,645
34. Quaker Oats Co.	3,998,276	1,762,106	43,525	1,805,631	443,180	1,749,465
35. S. C. Johnson & Son, Inc.	3,945,081	408,837	.....	408,837	.....	3,536,244
36. Miles Labs., Inc.	3,939,746	156,818	.....	156,818	328,960	3,453,968
37. Johnson & Johnson	3,845,499	2,143,521	18,700	2,162,221	363,263	1,320,015
38. Goodyear Tire & Rubber Co.	3,767,885	2,540,985	226,910	2,767,895	215,340	784,650
39. Bayuk Cigars, Inc.	3,606,909	443,195	.....	443,195	37,066	3,126,648
40. Armour & Co.	3,596,515	955,314	65,945	1,021,259	.....	2,575,256
41. Swift & Co.	3,497,048	1,397,551	51,704	1,449,255	624,656	1,423,137
42. Beech-Nut Life Savers, Inc.	3,473,795	524,560	.....	524,560	59,915	2,889,320
43. Radio Corp. of America	3,444,821	996,169	.....	996,169	26,560	2,422,092
44. Carnation Co.	3,389,350	961,130	113,300	1,074,430	1,174,585	1,140,335
45. Scott Paper Co.	3,176,811	1,187,821	.....	1,187,821	18,410	1,970,580
46. Kimberly-Clark Corp.	2,980,879	1,181,331	.....	1,181,331	156,440	1,643,108
47. Carter Products, Inc.	2,928,829	107,461	1,741	109,202	.....	2,819,627
48. Aluminum Co. of America	2,800,051	753,758	44,240	797,998	133,220	1,868,833
49. H. J. Heinz Co.	2,711,181	709,940	.....	709,940	571,260	1,429,981
50. Prudential Insurance Co. of America	2,670,527	25,410	14,400	39,810	724,895	1,905,822
51. Helene Curtis Industries, Inc.	2,592,516	564,626	.....	564,626	880,640	1,147,250
52. Firestone Tire & Rubber Co.	2,571,276	1,489,607	99,250	1,588,857	1,509	980,910
53. Alberto-Culver Co.	2,477,378	.....	.....	.....	.....	2,477,378
54. Coca-Cola Co.	2,470,390	1,954,190	.....	1,954,190	267,225	248,975
55. Singer Manufacturing Co.	2,391,694	1,198,879	87,315	1,286,194	.....	1,105,500
56. U. S. Steel Corp.	2,317,449	871,169	49,490	920,659	.....	1,396,790
57. Armstrong Cork Co.	2,314,744	753,459	12,400	765,859	160,705	1,388,180
58. Ralston Purina Co.	2,298,316	103,618	241,558	345,176	.....	1,953,140
59. National Distillers & Chemical Corp.	2,258,186	2,247,390	.....	2,247,390	10,796	.....
60. Outboard Marine Corp.	2,151,543	1,848,798	5,560	1,854,358	.....	297,185
61. Warner-Lambert Pharmaceutical Co.	2,103,887	1,252,523	.....	1,252,523	623,613	227,751
62. Reynolds Metals Co.	2,103,538	232,053	7,585	239,638	.....	1,863,900
63. Sperry Rand Corp.	2,072,319	909,874	233,130	1,143,004	45,110	884,205
64. Chesebrough-Pond's, Inc.	2,022,544	818,755	14,600	833,355	147,738	1,041,451
65. Atlantis Sales Corp.	1,977,906	869,190	.....	869,190	310,730	797,986
66. Kaiser Industries Corp.	1,961,315	145,196	26,685	171,881	.....	1,789,434
67. Florida Citrus Commission	1,937,928	891,436	.....	891,436	23,500	1,022,992
68. Hiram-Walker Gooderham & Worts, Ltd.	1,926,227	1,921,310	.....	1,921,310	4,917	.....
69. General Telephone & Electronics Corp.	1,819,460	1,491,760	.....	1,491,760	.....	327,700
70. Nestle Co., Inc.	1,796,847	351,963	.....	351,963	438,744	1,006,140
71. American Motors Corp.	1,774,003	1,186,323	.....	1,186,323	587,680	.....
72. Seven-Up Co.	1,771,693	1,035,593	45,000	1,080,593	.....	691,100
73. Joseph Schlitz Brewing Co.	1,756,196	919,750	.....	919,750	.....	836,446
74. Simoniz Co.	1,750,533	1,141,348	.....	1,141,348	609,185	.....
75. Mennen Co.	1,730,945	433,435	.....	433,435	.....	1,297,510
76. Studebaker-Packard Corp.	1,707,167	1,474,216	.....	1,474,216	.....	232,951
77. Sears, Roebuck & Co.	1,603,283	676,505	.....	676,505	.....	926,778
78. Texaco, Inc.	1,589,209	983,938	126,375	1,110,313	.....	478,896
79. Schenley Industries, Inc.	1,563,315	1,417,256	.....	1,417,256	9,680	136,379
80. American Gas Ass'n	1,555,923	635,604	.....	635,604	.....	920,319
81. B. F. Goodrich Co.	1,536,397	993,315	137,490	1,130,805	125,262	280,330
82. New York Life Insurance Co.	1,511,038	878,248	160,200	1,038,448	472,590	.....
83. Borden Co.	1,509,418	717,600	3,211	720,811	230,415	558,192
84. American Chicle Co.	1,473,120	.....	.....	.....	.....	1,473,120
85. California Packing Corp.	1,462,590	1,063,680	27,600	1,091,280	371,310	.....
86. Block Drug Co., Inc.	1,450,931	.....	.....	.....	98,458	1,352,473
87. Brackett Co.	1,438,935	293,555	.....	293,555	.....	1,145,380
88. Bulova Watch Co.	1,424,065	426,680	.....	426,680	.....	997,385
89. Doubleday & Co., Inc.	1,414,883	471,406	.....	471,406	943,477	.....
90. John H. Breck, Inc.	1,407,432	664,362	.....	664,362	51,360	691,710
91. Pepsi-Cola Co.	1,401,174	813,989	.....	813,989	587,185	.....
92. Olin Mathison Chemical Corp.	1,383,892	380,945	69,425	450,370	.....	933,522
93. Massey-Ferguson, Ltd.	1,359,386	.....	344,406	344,406	.....	1,014,980
94. Gerber Products Co.	1,345,324	555,115	.....	555,115	.....	790,209
95. Pet Milk Co.	1,334,652	125,555	.....	125,555	36,120	1,172,977
96. Gulf Oil Corp.	1,329,188	389,478	16,750	406,228	.....	922,960
97. Libby, McNeil & Libby	1,310,631	613,578	.....	613,578	111,990	585,063
98. Columbia Broadcasting System, Inc.	1,287,406	1,127,915	.....	1,127,915	159,491	.....
99. Anheuser-Busch, Inc.	1,261,859	643,773	.....	643,773	468,775	149,311
100. Book-Of-The-Month Club, Inc.	1,242,588	1,037,335	.....	1,037,335	205,253	.....

ABC-TV Names 3 VPs

ABC-TV, New York, bolstered its executive ranks by naming three of its officers vps. Charles T. Ayres, who had been vp in charge of ABC Radio, has been appointed vp for the eastern division of tv network sales. Daniel Melnick, director of program development, has been promoted to vp in charge of program development. Named vp and general counsel for ABC-TV is Omar Elder Jr., who has been general counsel for the network.

Ainsworth Moves to Denham

Ainsworth-Precision Castings Co., division of Harsco Corp., has appointed Denham & Co., Detroit, to handle its advertising.

This Week in Washington . . .

Fed with Red Tape, Exec Leaves CAB

By Stanley E. Cohen
Washington Editor

WASHINGTON, Sept. 17—After only two and one-half years on the job, one of the most promising members of the Civil Aeronautics Board, Louis J. Hector, has quit. He is fed up with red tape.

A few weeks ago he poured out his heart in a speech before the American Bar Assn. "Under a steady barrage of criticism, agencies like CAB and its sister agencies have judicialized larger and larger areas of their work. The paradoxical result," he exclaimed, "has been not a greater amount of real judicial process but a lesser amount—more judicial trappings perhaps, but less substance."

■ One of the problems is that companies which are regulated by administrative agencies are able to use these judicial procedures to frustrate proposals for change. The more details an agency tries to regulate, the more opportunity arises for experienced lawyers and economists to keep its procedures from reaching a conclusion.

In his speech to the lawyers, Mr. Hector cited a case in which 191 witnesses were on hand to discuss awarding of routes in a relatively minor local service case. Ultimately the record in this typical case was 6'2" high, and a period of more than three years passed before a decision could be reached.

He thinks the solution may involve radical change, with administrative agencies confined to policy making, and the judicial aspects of their work delegated to courts.

■ More important than that, he thinks that the time has arrived in many regulatory fields for government to stop regulating minute detail, and to leave more to the forces of competition.

In his farewell letter to President Eisenhower, Mr. Hector said this week, "We are trying to regulate far too many details of civil aviation—details which could be left to management discretion and the free play of competitive forces.

"Provided the government retains always the basic residual powers necessary to prevent unfair competitive practices or excessive profits under a federal license, many of our detailed controls of the rates and practices of the airlines could be terminated."

Monroney Hits FCC 'Stalling'

Even more glaring examples of administrative paralysis occur at the Federal Communications Commission. In the final hours of the Senate session on Monday, for example, Sen. A. S. (Mike) Monroney (D., Mont.) expressed dismay over the fact that the commission has been "stalling" for five years on the problem of getting more stations into the "underserved" markets.

Approaching by way of the back door, he commented, "I have been critical in the past about the low quality of network television programs. It seems to me that nothing is being done to improve the situation. Perhaps the only way this can be properly done in the American tradition and the American system of free enterprise is to provide competition within the possible wavelength allocation that has been made."

■ *He noted that FCC promised action as far back as 1954, but has yet to provide competitive facilities in several vital markets. He cited Providence, Louisville, Grand Rapids-Kalamazoo, Charlotte, Syracuse, Rochester, Birmingham, Wheeling-Steubenville, Johnstown-Altoona, Dayton, Champaign-Urbana, Toledo, Jacksonville, Raleigh-Durham, Shreveport, Knoxville, Binghamton, Fresno and Bakersfield as examples.*

Probers Vie for Drug Quiz Job

If you have sources in Argentina, you can buy Miltown for 46¢, compared with $3.85 to $4.25 here. Brand name vitamin B-12 tablets are $2.63 in Venezuela, compared with $4.88 here, and Erithromycin, which sells for $6 here, can be bought in France for $4.

These are among the statistics cited in the Senate by Sen. George Smathers (D., Fla.) the other day to demonstrate the need for an investigation by the Senate small business committee to learn why drugs cost so much.

"I understand a judiciary subcommittee is looking into the problem, at least on the staff level," he added, "but if the subcommittee is too busy to go forward with a realistic study, perhaps the small business committee should do it."

■ A much-abashed Sen. Estes Kefauver (D., Tenn.) was on hand on the following day to report that his judiciary subcommittee has been assembling information on the drug manufacturers since last April, and that it expects to have public hearings in November. He apparently felt it was particularly unsporting for Sen. Smathers to use some of judiciary subcommittee's own files in applying his "hot foot."

"It was precisely because of reports that such discrimination exists between prices here and abroad that we informally requested in a letter dated April 8, 1959, the State Department to make a survey of drug prices in foreign countries," Sen. Kefauver said.

"It is to be noted that the prices now cited by the senator from Florida in support of his resolution appear to be those developed by the survey made pursuant to my request," he said.

Voluntary 'Equal Time'

President Eisenhower issued a statement expressing confidence that broadcasters can be trusted to present political news fairly, even though they are no longer under the "Lar Daly rule" requiring them to provide equal time for all competing candidates.

His remarks, offered as he signed the "Lar Daly rule" repealer, noted that the legislation makes reference to the obligation of broadcasters to operate in the public interest and to afford reasonable opportunity for discussion of conflicting views on public issues. "There can be no doubt in my mind," the President said, "that the American radio and television stations can be relied upon to carry out fairly and honestly the provisions of this act without abuse or partiality to any individual, group or party."

Populace Near 180,000,000

Unless the rate of population increase shows an unexpected spurt, it looks as if the total U.S. population will be a shade under 180,000,000 when census takers make the decennial count next April.

An official Census Bureau estimate showed 177,000,000 as of Aug. 1, compared with 150,500,000 when the census was taken in 1950. Increases fluctuate from month to month, but the increase from Aug. 1, 1958, to April 1, 1959, was 2,300,000. On this basis, the count on April 1, 1960, would be 179,700,000. But, then, these are only estimates. #

P&G, PLEASE NOTE

—Proving that it's extremely difficult to come up with something new, the Israeli agency, Tal & Ariely, passes along ads it did four years ago for a new all-purpose detergent, Mr. Kleen. The agency reports that Mr. Kleen (who doesn't bear too much resemblance to Procter & Gamble's Mr. Clean) "has become a household word in the Israeli home." E. Tal, director of the Tel Aviv agency, says: "It all goes to show that advertising ideas have no borders. My compliments to my American colleagues."

Sarnoff to Be Keynoter at BPA's November Session

CHICAGO, Sept. 15—Robert Sarnoff, board chairman of National Broadcasting Co., will be the keynote speaker at the 4th annual convention of the Broadcasters' Promotion Assn., which will be held Nov. 2-4 in the Warwick Hotel, Philadelphia.

Mr. Sarnoff will speak at the keynote luncheon Nov. 2. Other speakers that day include Charles A. Wilson, WGN, Chicago, president of BPA; Wrede Petersmeyer, president of Corinthian Broadcasting Co.; Frank Shakespeare, general manager of WCBS-TV; Max Buck, station manager of WRCA-TV; Emil Mogul, president of Mogul, Williams & Saylor; R. C. (Jake) Embry, station manager of WITH; Arthur C. Schofield, assistant to the president, Peoples Broadcasting Co.; David Kimble, account executive of Grey Advertising, and Henry J. Kaufman, president of Henry J. Kaufman Associates.

■ The Nov. 3 meeting will include five simultaneous sessions on audience promotion, sales promotion, merchandising, trade paper advertising and publicity. Speakers include Robert V. Freeland, promotion manager, KOTV; Jack L. Williams, sales promotion manager, WBZ; Kirt Harriss, sales promotion manager, KPRC; Heber E. Darton, promotion manager, WHBF, and Elliott W. Henry Jr., director of publicity and promotion, WBKB.

The role of promotion and promotion managers in the future of radio and tv will be discussed Nov. 4. Speakers include James T. Quirk, publisher of *TV Guide*; H. Preston Peters, president of Peters, Griffin & Woodward, and Adam J. Young, president of Adam Young Inc. #

Spot TV in 2nd Quarter Tops '58 by 16%: TvB

(Continued from Page 1)

son of the 311 stations reporting in both quarters revealed a 16.7% increase in spot tv activity this year.

■ The heftiest increase in spot tv expenditures was made in the daytime period, when $59,193,000 was spent on 347 stations during the second quarter of 1959, a 30% jump over the $44,539,000 spent on 329 stations in the 1958 quarter. Night spot tv advertising totaled $80,487,000 in the 1959 quarter, compared with $73,186,000 last year.

A further breakdown by type of sponsorship showed that announcements took the largest chunk of the money—$120,635,000—during the April-through-June period this year. Another $16,853,000 was spent on IDs, while program sponsorship got $21,416,000.

About 35 companies which did not appear among the leading 100 spenders in the second quarter of 1958 made the list this year. Included in this group were Borden Co., 11th; Revlon, 16th, and Ford Motor Co. regional dealers, 18th.

■ Procter & Gamble became more firmly entrenched in the No. 1 spot, gaining an even greater lead on the runner-up than it enjoyed last year. Adell Chemical climbed into the second berth from sixth position, and Lever Bros. dropped from second to fifth place.

The largest single classification was food and grocery products, which spent an aggregate $43,240,000. Car advertisers more than quadrupled their expenditures, from $917,000 in the second quarter of 1958 to $4,080,000 in the 1959 quarter. #

Top 100 Spot TV Advertisers

Second Quarter 1959

Source: TvB figures from N. C. Rorabaugh Co. Estimates for Television Bureau of Advertising

Figures in parentheses indicate company's rank in the second quarter of 1958

'59 RANK	Gross Time Estimate
1. Procter & Gamble (1)	$11,764 800
2. Adell Chemical (6)	4,581,700
3. Colgate-Palmolive (3)	3,839,100
4. General Foods (5)	3,831,700
5. Lever Bros. (2)	3,276,400
6. Continental Baking (7)	2,801,000
7. American Home Products (9)	2,348,300
8. Miles Laboratories (8)	2,004,300
9. Warner-Lambert (18)	1,990,200
10. Brown & Williamson (4)	1,889,200
11. Borden Co.	1,739,200
12. Kellogg Co. (65)	1,662,600
13. J. A. Folger & Co. (53)	1,463,300
14. International Latex (14)	1,409,100
15. Texize Chemicals (22)	1,345,800
16. Revlon	1,323,000
17. Philip Morris Inc. (11)	1,301,900
18. Ford Motor Co., regional dealers	1,191,300
19. R. J. Reynolds Tobacco (37)	1,189,500
20. Bristol-Myers (32)	1,162,800
21. Corn Products* (69)	1,140,900
22. Anheuser-Busch (36)	1,129,400
23. Carter Products (13)	1,115,000
24. P. Lorillard & Co. (10)	1,107,400
25. General Mills (35)	1,098,300
26. Coca-Cola Co., bottlers (15)	962,700
27. Avon Products	945,800
28. Standard Brands (19)	943,900
29. Robert Hall Clothes (26)	894,500
30. Andrew Jergens Co. (21)	876,400
31. Sterling Drug (16)	859,200
32. Pepsi-Cola Co., bottlers (20)	850,500
33. Ward Baking (49)	842,700
34. Lanolin Plus	799,700
35. American Tobacco (51)	793,200
36. Welch Grape Juice	738,200
37. Pam Enterprises Inc.	729,000
38. Food Manufacturers (23)	727,500
39. General Motors, regional dealers	725,700
40. National Biscuit Co. (12)	707,500
41. Jacob Ruppert Brewery (82)	703,000
42. Drug Research Corp. (34)	683,000
43. Liggett & Myers (40)	679,500
44. Pabst Brewing (38)	679,400
45. Carling Brewing (88)	670,600
46. Gillette (25)	664,200
47. Purex	663,100
48. Wesson Oil & Snow Drift	657,100
49. Shell Oil (30)	634,500
50. Continental Wax	617,100
51. Tidewater Oil	612,500
52. B. T. Babbitt Co., (70)	611,800
53. Norwich Pharmacal (60)	601,900
54. Falstaff Brewing (39)	589,900
55. Sun Oil (67)	585,400
56. Hamm Brewing (58)	582,200
57. Pharma-Craft	573,000
58. Hertz Corp.	542,100
59. American Motors	541,100
60. Helena Rubinstein Inc.	530,000
61. Standard Oil Co. of Cal.	527,900
62. Parker Pen (63)	516,200
63. Sonny Boy Co.	507,900
64. Wm. Wrigley Jr. Co. (47)	495,900
65. Esso Standard Oil (28)	481,000
66. U. S. Rubber (80)	472,500
67. Exquisite Form Brassiere (78)	470,900
68. U. S. Borax & Chemical (57)	465,300
69. Alberto-Culver (42)	461,300
70. Ralston-Purina	461,100
71. Helene Curtis Industries	457,700
72. Associated Products	455,500
73. E. F. Drew Co.	448,800
74. Standard Oil Co. (Ind.) (59)	442,400
75. American Chicle	440,600
76. National Cranberry Assn.	439,200
77. Duffy-Mott	439,100
78. Schlitz Brewing (46)	437,800
79. Atlantic Refining (85)	435,900
80. Revere Camera	432,200
81. Chock-Full-O'Nuts	421,500
82. Wilson & Co.	421,300
83. M. J. B. Co. (73)	418,700
84. Armour & Co.	418,400
85. Max Factor & Co. (91)	416,700
86. Safeway Stores (81)	408,800
87. S. C. Johnson & Son (24)	393,300
88. American Bakeries (74)	391,300
89. Pacific Tele. & Tel. Co. (75)	388,600
90. P. Ballantine & Sons (52)	383,500
91. Chrysler Corp., regional dealers	381,200
92. Glamorene Inc.	376,000
93. Salada-Shirriff-Horsey (48)	375,600
94. Bon Ami Co.	368,900
95. Dr. Pepper Co., bottlers (68)	366,500
96. Interstate Bakeries (92)	358,200
97. National Brewing	356,900
98. Block Drug (64)	356,300
99. Beech-Nut Life Savers	354,600
100. Philco Corp.	354,200

*Corn Products Co. was formed Sept. 30, 1958, by merger of Corn Products Refining Co. with the Best Foods Inc. Corn Products Refining Co. ranked 69th in the second quarter of 1958.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

AD AGENCY SEEKS COPYWRITER—a capable producer of high-caliber advertising for widely varied accounts. To the right person, we offer a real opportunity to advance rapidly from a starting salary of no less than $7,500 in an agency with an outstanding history of growth . . . in a community where better living is more than just a promise and costs a lot less. Send complete resume in confidence.
Box 2916, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IF YOU ARE A WOMAN WHO
- Writes copy with Character
- Has at least 3 years agency experience
- Can write letters as well as magazine ads

We have an opening for you which is stimulating and profitable in this medium size Chicago agency where creative ability is the prime consideration. Our employees know of this ad—write in full confidence to
Box 2917, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

SPACE SALESMAN, $15,000 base pay plus commission for publication with quality, highly select, local circulation. Must be familiar with Chicago market. Replies strictly confidential.
Box 2918, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WHAT DO YOU KNOW ABOUT BEER? Agency specializing in Brewery advertising has an opening for a creative account executive who is looking for a spot with real growth potential. Tell me all about yourself—experience, background, salary needs. (Samples would be helpful). **Howard D. Morris, Cavanaugh Morris Advertising, 946 Greentree Road, Pittsburgh 20, Pennsylvania**

TOP RANKING ALL-INDUSTRY MONTHLY PUBLICATION HAS IMMEDIATE OPENING FOR ADVERTISING SPACE SALESMAN TO TAKE OVER A PART OF THE NORTHERN HALF OF OHIO CURRENTLY PRODUCING GOOD COMMISSION INCOME.
REPLY WITH COMPLETE RESUME.
Box 2919, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

New York office of National Agency needs creative A.E. (25-35) with food experience. Also ability to work on New Business. Excellent opportunity to become key executive in growing agency.
Box 2937, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

AD MANAGER
FOR AUTOMOTIVE MANUFACTURER
Exceptional opportunity for ambitious man (27-40) with advertising and sales promotion experience. Emphasis on creative planning and writing. Must have ability to develop sales information, organize and merchandise. Excellent advancement possibilities in expanding multi-division corporation. Send resume, photo, salary requirements and a phone number. All replies confidential. Address
Box 2930, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDICAL WRITER—NEAR K. C.
Excellent opportunity for young man with established, fast growing medical institution. Must have proven ability to write effective selling copy. Work directly under president. Unlimited advancement possibilities. Answer fully and state starting salary desired.
Box 670 ADVERTISING AGE
200 East Illinois St., Chicago, Ill.

MEDIA DIRECTOR (male or female) with research background wanted for New York branch office. Experience in food helpful. Write giving full details.
Box 2938, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PR OPENING
Association needs man between 30 and 40 for the position of assistant secretary to head up a public relations program. Must have at least 5 years experience in either public relations or advertising. The position is new so the man selected will have a free hand in developing a suitable program. Salary based on experience with excellent opportunity for advancement. Send resume and recent photo to
Box 2920, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

COPYWRITER (employed). Available for free lance assignments. Indstl publicity, Ad copy, sls prom. mtl.
Box 2883, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

FEMALE—Advertising Space sales
12 yrs. exp.—good sales background
Box 2903, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

FREE-LANCE COPY/LAYOUT MAN
serves Metropolitan N. Y. area.
Box 2860, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MARKETING-ADV.-SALES PROMOTION
Eight Yrs. experience developing productive national and regional adv. & sales promotion programs for consumer & industrial products. Know dealer-distributor problems. Young, creative, good planner.
Box 2940, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AGENCIES—STATIONS:
Get Better Copy 4 Ways
Writer, 31, ready for career post, offers agency (mostly radio-TV), news-editorial, trade paper, house organ background. Realistic salary demands. Write
Box 2939, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE
Heavy food background handling top accounts in meat packing, baby foods, and dairy industries. Young (30), exp. 2 top AAAA agencies, self starter with proven record. Salary bracket-$14-$16,000.
Box 2891, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING—EDITORIAL
Copy-Contact, Package Goods $17,000
P.O.P. Display Sales, expd. $17,000
Marketing-Mdse, Indus Pkg. $9000
Account Executive, Consumer agcy Open
Copywriter, Consumer agency ..... Open
Silk Screen Artist, expd. ..... Top Sal
Editors, Trade Mag. and Assn. $8500
SHAY EMPLOYMENT AGENCY
55 East Washington, Chicago 2, Illinois

ADVERTISING SPACE SALESMAN
Young, personable worker. Single, male, B.S. (Eng.) vet. Successful classified directory sales record. Seeks sales future with management. Potential in Chicago Midwestern area. Will relocate for right opportunity.
Box 2921, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

JR. ACCT - EXEC - $8 M
ART. PROD. PUBL. SALES PROM-BKGD.
Box 2922, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOUNG GENERAL MANAGER
of fully staffed successful TV branch office wants growth opportunity, with agency, producer or allied fields. Adaptable, ambitious, A-1 background.
Write Box 709, Advertising Age, 630 Third Avenue, N. Y. 17, N. Y.

POSITIONS WANTED

NEW BUSINESS DEVELOPMENT
Brought in six new accounts for small advertising and publicity agency in two years. Interested in medium sized agency in Chicago. Married, Age 32.
Box 2923, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION/MDSE MGR
for BLDG MATERIAL MFGR
8 yrs broad experience Retail Lumber chain, as Sales Promotion & Mdse Mgr. 5 years heavy Direct Mail, industrial and consumer. Strong, newspaper adv, graphic arts, sales aids. Univ grad, 43, with excellent supervisory skills
Box 2924, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA DIRECTOR - 4A AGENCY
Responsible for all-media planning, analysis, presentation, follow-through, four million diversified agency. 31, married, employed. Desires N.Y.—Chicago area. Write for resume:
Box 2925, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EXPAND YOUR BUSINESS
Rare opportunity to acquire FILM SALESMAN-PROJECT supervisor with diversified experience in film promotion, production distribution. Ivy League Grad, 33. Personable. Creative, Excel. Refs. Write to:
Box 2926, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

INDUSTRIAL PUBLICITY MAN
Topflight publicity/PR Writer-Contact with rich technical and promotion experience in electronics, radio, TV, hi-fi, nucleonics, chemistry (former chemist). Creative, imaginative, sales-minded A-1 writer, ideal for broad PR duties requiring technical-industrial background.
Box 2927, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKET RESEARCH - 14 years exp. Includes supervision all phases market research - questionnaire, sampling technique, tabulation, reports, analysis. College degree plus. Will send resume.
Box 2928, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

TIMEBUYER
15 yrs. exp. 4A agencies. All types accts Spot & net. Planning budgets & presentations. Need no supervision. Exc. ref.
Box 2929, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ALL-ROUNDER (Agency or Advertiser)
Creative idea man. Best at contact, plans, copywriting. Good at layout, production. Heavy in print. Some radio, TV. 5 years agency operation and management after 6 years sales. Industrial, financial, regional development, consumer accounts. Prefers South. Now $8,000. Resume.
Box 2931, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED CHICAGO SPACE SALESMAN 36, N.U. GRADUATE
Desires change—Trade magazine, Publishers Rep. or newspaper. Will travel.
Box 2932, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED:
A Modern *Art Director* with old fashioned horse-sense

Maybe such a person doesn't exist . . .
but if he does, we want to find him. We have a difficult job to fill. You might be the man, if

★you are qualified to take over and manage a graphic arts department of a large New York public relations agency. (You'll probably have to reorganize it from top-to-bottom.)

★you know the best approaches to many different design problems for promotional material: presentations, booklets, displays, annual reports, etc.

★you think in terms of budgets and profit-and-loss statements. (You'll be expected to run the department as if it were your own business.)

★you are accustomed to working with Account Executives, able to understand their problems, able to sketch out roughs for them, do the comprehensives if necessary.

★you know production methods, production control, and are an experienced buyer of artwork, typography, printing.

If you are the man we want, please write us in confidence. We don't care whether you've had New York experience, how old you are, whether you know anything about public relations.

If you ARE the right man, you will find an opportunity that occurs rarely. You will join a stable, vigorously growing public relations agency which has already established a reputation for its graphic materials.

Salary is commensurate with the responsibility and the employee benefits probably exceed what you have now. Box 708, Advertising Age, 630 Third Avenue, New York 17, New York.

POSITIONS WANTED

ADVERTISING MANAGER
To responsible position, preferably Philadelphia area, can bring 20 years' creative background as advertising manager, agency copywriter, magazine and publicity writer. Extensive consumer experience, strong on food; some pharmaceutical, industrial, bank; unusual knowledge product photography. $15,000.
Box 2934, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

INDUSTRIAL COPYWRITER (employed). For free-lance sales prom., ad copy, publicity.
Box 2941, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SPACE SALES. . . .
Ambitious guy . . . . . Experienced
Versatile . . . . 30's . . . . Personable
Box 2933, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ALL-AROUND AGENCY WOMAN
Enjoy agency work. Have handled all business operations for 10 years with small agency now liquidating. Can do bookkeeping, media, billing and purchasing. Take dictation and type. Mature, married, no children. Best references. Available now for interview.
Call FI 6-3242 (Chicago) or write
Box 2942, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DRILLING FOR AGENCY, CLIENT, OR SALES SLOT
5 yrs. exp. as A/E, Sales Pro. Mgr, and Copy. Single, 29, CG, AF Vet. Will Travel. P. O. Box 58, TRUMBULL, CONN.

REPRESENTATIVES WANTED
Daily Newspaper Group re-aligning representation would like to hear from firm or individuals covering New York, Chicago, Detroit. An exceptional opportunity. Write
Box 2912, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DETROIT REPRESENTATIVE WANTED
Older man to sell services for a reputable fast-growing national service organization publishing an illustrated newsletter used in quantities by larger companies to help prepare older employees for a better adjustment to retirement. Now serving nearly 200 leading companies. Wish to concentrate on developing business with large national companies located in Wayne County. Right man can build sound and profitable business, as over 90 per cent of our users renew each year. Must have good health, proven sales ability and be willing to work 3 or 4 days a week. Liberal commissions on both new business and renewals. No objection to sideline. Retirees eligible. Write fully sending recent snap-shot.
Box 2935, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

LAYOUT MAN AND ILLUSTRATOR — who can produce good contemporary layouts. Diversified work in 20-man art department of Southwest's largest printing and lithographing concern. Good schooling and experience necessary. Stable employment. Comprehensive employee benefits program. Write direct to Ted Hawkins, Art Director.
McCORMICK-ARMSTRONG CO., INCORPORATED
1501 East Douglas Wichita, Kansas

Attention
PUBLISHERS!
Trade Sales Mgr. Available
with excellent sales & mgr. record both consumer & trade mag. fields plus heavy retail merchandising & management exp. My sales methods based on sound business principles & backed by an excellent knowledge of marketing, circulation, editorial, sales prom. & management . . . will produce early increased ad revenue for your trade mag. Age 35; married; employed. Min. salary 15M. Chicago only. Box 710, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

BUSINESS OPPORTUNITIES

NATIONAL ADVERTISERS/MFGRS . . .
Increase your sales to department stores and specialty stores. Write to —
Ad-mail Publishing, 1261 Broadway, N.Y.

MISCELLANEOUS

PUBLISHERS—Do You Need Lower Cost Printing?
We are publishing house owning unionized printing division producing our own magazines. Big weekly forces maintenance of large mechanical staff. Have non-peak hour problem and you gain. Can handle complete job (or any part) in composition, presswork, mailing, fulfillment, etc. Contact **Charles Rueger 2160 Patterson Street - Cincinnati 3, Phone: DUnbar 1-6540.**

BEING TRANSFERRED? DARIEN, CONN. Exclusive Tokeneke—Elegant Georgian colonial; 12 yrs. old—5 bedrooms, living room with Cathedral ceiling, fireplace—dining room with fireplace, family room with fireplace—walled entry court, double garage, acre plus, 500 yds. from sound. Asking $72,500. Owner.
Box 2936, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EXPAND YOUR MAILING LIST
Add new names from classified telephone directories each month as the books are issued. We clip all Bell classified books and those of over 1500 independents.
PHONE DIRECTORY CLIPPING BUREAU
823 Foster Street ..... Evanston, Illinois

BIRCH
Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

thinking-, working-type advertising manager
solid administrative and creative experience planning, organizing, executing, evaluating policies, programs, budgets consumer products. TV, radio, newspaper, outdoor, farm paper, co-op program, sales meetings, dealer helps. Has worked with hundreds of retailers, wholesalers several classifications. Works well with top management and agencies. Now with one of nation's large corporations. Two jobs, twelve years. Family, 37, top references. $14-18,000 depending on location. Contact Box 704 ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

COPY WRITER
A well-organized, keen thinker with 1 to 3 years of agency copy experience and potentialities for account handling and administration, will find this to be a real opportunity.
A well established smaller general agency in Syracuse, N.Y. is preparing for further expansion. They handle a solid group of industrial and consumer accounts. No hectic retail advertising.
They need a good copywriter now, but the man who fills this job should be interested in a long-termed association with a dynamic, imaginative, and well directed team. Anticipated starting salary is about $5,000, with ample opportunity to participate in results.
We serve this agency in a consulting capacity. No charge to the applicant for our services. For further information please write:
John W. Willard and Associates, Personnel Consultants,
753 James St., Syracuse 3, New York.

MEDIA SUPERVISOR
LARGE CHICAGO 4A AGENCY

We are looking for a man between 30 and 35 with at least five year's agency experience in media. While both print and broadcast media experience is most desired, the scope of experience in either media will be the most important single qualification.

This man is to be a Media Supervisor with full responsibility for the planning and strategy involving all forms of media for a group of national accounts. He will participate in, as well as supervise, the negotiating and purchase of all forms of media.

Expansion on present accounts and several new accounts have created this unusual opportunity. Growth potential is excellent.

If you are the man who wants supervisory responsibility and a real opportunity to expand in the agency media field, this is the position for you. Write immediately to Box 703, Advertising Age, 200 E. Illinois Street, Chicago 11, Illinois. Please include a brief summary of your background and experience.

LOOKING? . . .
. . . THINKING?
Outstanding positions now available
($5,500 to $62,000 — Maine to California)

- **Sr. and Jr. Account Executives**
- **Marketing & Merchandising**
- **Research**
- **Copy Writing**
- **Advertising Managers**
- **Marketing Executives**
- **Sales Promotion Managers**
- **Department Assistants**
- **Public Relations**

Send Your Résumé for Confidential Handling
DRAKE PERSONNEL, INC.
29 East Madison Bldg. • Chicago 2, Ill. • FInancial 6-8700

OPPORTUNITY FOR POINT-OF-SALE ARTIST

Fast-growing South Carolina agency with large national accounts is looking for artist to head up Point-of-Sale Department.

Man we are looking for must be able to create and comp. He is now in an art service, agency or with a large national advertiser.

Opportunity in work. Pleasant gracious living.

Send complete résumé, including age, salary, experience and references to

Business Manager
Henderson Advertising Agency, Inc.
P. O. Box 1700
Greenville, S. C.

A.E. FOR MIAMI

Established, growing Miami agency needs A.E. with broad experience. Prefer background with smaller or middle-size agencies, for in our 17-man shop a fellow wears several hats.

Should know trade channels, merchandising, be able to formulate, present, and execute plans, have a good record of keeping clients happy.

The opportunity here is excellent and the climate wonderful. We suggest that you airmail us full details on your qualifications today.

Hume · Smith · Mickelberry Advertising
126 S.E. 2nd Street, Miami

PUBLIC RELATIONS

Pace-setting housewares manufacturer seeks man to create imaginative public relations program which will complement major advertising schedule. Knowledge of consumer products merchandising and solid editorial background essential for work with trade and consumer media. Education and experience will determine starting salary in $7,500-$8,500 range with nationally known growth firm in upstate New York. Send resume to Box 712, Advertising Age, 630 Third Avenue, New York 17, New York.

MR. AD EXECUTIVE

Looking for an account exec., ad manager, copy writer, media director or space salesman? Phone RA 6-6168.

★ FRED JOHNSON
Advertising Employment Consultant
of
DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake, Chicago 1, Ill.
★ formerly with Crowell Collier

MEDIA DIRECTOR

Wanted for Chicago Office of major 4A Agency. Send resumes in confidence to:

Box: 706, Advertising Age
200 East Illinois Street
Chicago 11, Illinois

ADVERTISING AGENCY
TRAFFIC AND SERVICE

Real opportunity for the right man to join outstanding ad agency handling large national accounts. He will supervise staff of 14 handling traffic, scheduling and account service operations.

Must be experienced in handling and expediting print and television. Should know use-fees, film procurement, storyboard and script processing. Should have working knowledge of mechanical (print) production.

Your letter describing your qualifications will be treated in strictest confidence, since the man we want is probably working in a somewhat similar job right now. Our people know about this ad. Box 707, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

BACON'S CLIPPING BUREAU
WAbash 2-8419

MARKETING EXECUTIVE AVAILABLE

Here is a proven executive who can fill any of the following positions: Marketing Director, General Sales Manager, or Agency Account Supervisor.

In his first 5 months as General Sales Manager, his company's backlog increased 100%. Favorable business conditions had a lot to do with this performance. But, so did his energy, experience, and determination. A specialist in the development and execution of successful marketing plans, he seeks a new position for reasons that will be readily understandable. Write Box 705 Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

MEDIA DIRECTOR. The top spot in over-25 million agency. May be group supervisor now. Major-agency & all-media exper. Good administrator, effective with clients. Will be V.P. Tax-deferred pluses. Fee paid. $25M
AE, whiskey. Some writing. To 40. to $17M
COPY-CONTACT, beer or soft-drink exper. To late 30's. $15-17M
COPY-CONTACT, industrial. to 10M
COPY-CONTACT, consumer. to 10M
ASST. TO MKTG. & RESEARCH DIR., agency 9M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

ADVERTISING SALES MANAGER AVAILABLE

If you publish industrial or trade magazines, here is an exceptional opportunity to secure a top advertising manager—assistant publisher.

A successful background with both independent and association owned magazines—a broad experience in sales territories and problems—a multitude of friends in agencies and accounts—a willingness to work with your present sales staff or build a new one—an ability to make decisions—all add up to a man who can take a lot of work off your shoulders. Only two positions in the past eighteen years proves he's the permanent type. Interested? Write or wire: Box 711 ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

WANTED:
PUBLIC RELATIONS AGENCY

Qualifications:

1. Proven record in building products field.
2. New York and Chicago offices.

If you qualify, please write . . .
Box 702, Advertising Age
200 E. Illinois St.,
Chicago 11, Illinois

WANT A MONEY MAKER?

Suburban weekly newspaper property. 4,000 pd. cir. $4.00 yr. Large advertising revenue. Has modern job printing plant with term contracts. Now nets over $20,000 per yr. Potentials unlimited $25,000 will handle. Phone Mr. Yeager, Graceland 7-3478. Chicago.

Department Store Sales . . .

Sales Fall 9% in Week Ended Sept. 12

WASHINGTON, Sept. 17—Department store sales across the nation in the week ended Sept. 12 dropped 9% behind sales in the corresponding week of 1958, the Federal Reserve Board reported today.

Sales for the four weeks to that date showed no change; for the year to date they were 7% ahead.

Of the 12 FRB districts, Atlanta was the only one to report a gain —5%. The other districts reported losses as follows: Philadelphia, 18%; New York, 17%; Richmond, 15%; Boston, 14%; Cleveland, 11%; Chicago, 10%; St. Louis, 9%; Dallas, 7%; Minneapolis, 6%; Kansas City, 3%; San Francisco, 1%.

A breakdown of sales for the week by districts will be available next week. Sales for the prior two weeks were as follows:

Federal Reserve District, Area, and City	% change from '58 Aug. 29	Sept. 5*
UNITED STATES	— 7	+20
Boston District	—14	+12
Metropolitan Areas		
Boston	—13	+ 9
Downtown Boston	—12	+ 7
Suburban Boston	—16	+12
Cambridge	—16	+ 6
Quincy	**	**
Lowell	—24	+17
City		
Springfield	—17	+22
New York District	—14	+ 9
Metropolitan Areas		
Buffalo	r—17	+17
New York-N. E.		
New Jersey	—14	+ 7
Newark	—20	+ 8
New York	—14	— 1
Rochester	—10	+21
Syracuse	—12	+12
Philadelphia District	—13	+19
Metropolitan Areas		
Wilmington	r—14	+27
Trenton	—16	+23
Lancaster	r—12	+34
Philadelphia	r—14	+18
Reading	—28	+17
Scranton	r+13	+23
Wilkes-Barre—Hazleton	—17	+20
Cleveland District	—11	+25
Metropolitan Areas		
Lexington	—13	+22
Akron	—16	+ 5
Canton	— 6	+24
Cincinnati	—14	+35
Cleveland	—10	+33
Downtown Cleveland	—13	+32
Columbus	—10	+32
Springfield	— 7	+26
Youngstown	—11	+15
Erie	—16	+15
Pittsburgh	—10	+26
Downtown Pittsburgh	—10	+27
Wheeling	—15	+13
Richmond District	—15	+12
Metropolitan Areas		
Washington	—12	+15
Downtown Washington	—17	+14
Baltimore	—23	+13
Downtown Baltimore	—38	— 1
Richmond	—13	0
Atlanta District	— 1	r+18
Metropolitan Areas		
Birmingham	— 7	+ 3
Mobile	— 7	+24
Miami	+ 2	+23
Downtown Miami	r+ 3	+28
Atlanta	r—17	— 8
Augusta	+ 6	**
Columbus	—11	**
New Orleans	r— 5	**
Knoxville	— 4	**
Chicago District	— 5	+24
Metropolitan Areas		
Chicago	—12	+18
Indianapolis	— 2	+22
Detroit	+ 4	+36
Grand Rapids	—12	+20
Milwaukee	— 2	+27
St. Louis District	— 6	+19
Metropolitan Areas		
Little Rock	— 8	+25
Louisville	—13	+31
St. Louis	— 5	+21
Memphis	— 3	+ 4
Minneapolis District	—13	+20
Metropolitan Areas		
Minneapolis-St. Paul	**	**
Minneapolis and Suburbs	**	**
St. Paul	— 6	+17
Cities		
Duluth-Superior	— 8	+28
Kansas City District	— 5	+18
Metropolitan Areas		
Denver	— 1	+16
Topeka	— 5	+ 5
Wichita	— 7	+ 9
Kansas City	— 6	+26
Downtown Kansas City	—14	+19
St. Joseph	—18	+22
Lincoln	r— 8	+ 9
Albuquerque	— 2	+18
Oklahoma City	0	+20
Tulsa	—12	+11
City		
Joplin	— 4	+44
Dallas District	+ 1	+25
Metropolitan Areas		
Dallas	+ 1	+25
El Paso	— 5	+17
Fort Worth	— 8	+24
Houston	+12	+35
San Antonio	— 1	+33
San Francisco District	+ 1	r+27
Metropolitan Areas		
Los Angeles-Long Beach	+ 2	+29
Downtown Los Angeles	—21	+29
Westside Los Angeles	— 3	+17
Sacramento	+ 4	+14
San Diego	+ 7	+23
San Francisco-Oakland	— 2	+21
San Francisco City	0	+26
Oakland	— 8	+11
San Jose	+11	+33
Portland	+ 7	+25
Salt Lake City	+18	+22
Seattle	—11	+35
Spokane	+10	+30
Tacoma	—10	+39

r—Revised. **Data not available. *—Labor Day in 1958 occurred in the week ending Sept. 6, whereas this year it occurred one week later. Therefore, the week ending Sept. 5, 1959, had one more trading day than the corresponding week last year.

HOW COULD YOU

Overlook the sweet Vermont market for your clients? It belongs in any New England campaign—can be covered with just one six-paper group easily and economically. For details, write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

THE CHAMP

What a wallop a low-cost message packs in The Advertising Market Place! Your ad hits over 158,000 top marketing men. Gets championship action. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Zone_____ State_____

Clip and mail this form to

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

EXPANDING ADVERTISING AGENCY
In Growing Southeast Needs

Research Assistant—experience in all phases of consumer and media research helpful, but not necessary—ability to write clearly, deal with people and grow into more responsible position essential.

Media Buyer—heavy TV activity required, knowledge of other media helpful but not necessary.

Successful applicant will be working in a modern building, designed for agency operation, with "top" talent associates. Profit sharing, outstanding group insurance program and other benefits. Agency located in a rapidly growing community of friendly people—a wonderful place to live and raise a family.

Write—Business Manager
Henderson Advertising Agency
Box 1700, Greenville, S. C.

Market and Media Research

The research and marketing division of a major national magazine published in the east has an important position to fill on its research staff.

The need is for someone with extensive experience in media or market research. This person should have the technical competence to assume full responsibility for all phases of conducting major research projects.

This person would be responsible directly for the execution of both audience and marketing studies. The market studies cover products and services in both consumer and business areas.

This person would be joining a large and well staffed department. Replies will be held in confidence. Please include resume and salary range. New York interview can be arranged.

BOX 701 ADVERTISING AGE
630 Third Avenue, New York 17, New York

Trendex TV Ratings

Sept. 1-7, 1959

Rank	Program	Rating*
1	The Rifleman (Miles Labs, Procter & Gamble, Ralston, ABC)	25.2
2	77 Sunset Strip (Several sponsors, ABC)	22.0
3	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	21.7
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	21.5
5	I've Got a Secret (R. J. Reynolds, CBS)	21.2
6	Peter Gunn (Bristol-Myers, NBC)	20.1
7	Alfred Hitchcock Presents (Bristol-Myers, CBS)	19.8
8	Markham (Schlitz Brewing Co., CBS)	19.7
9	What's My Line (Sunbeam, Kellogg, CBS)	19.4
10	Wyatt Earp (General Mills, Procter & Gamble, ABC)	19.4

*Ratings are based on one "live" broadcast during the week of Sept. 1-7, 1959.

NARGUS, 'SEP' Plan Newspaper Promotion

The National Assn. of Retail Grocers of the U.S. and *The Saturday Evening Post* have p'anned a repeat of their Food Store Spectacular of the past two years. The 1959 promotion will be built around the theme, "Harvest special of famous brands." A special six-page newspaper supplement has been distributed to 11,000 daily and weekly newspapers so they can tie in with this third annual national advertising-merchandising event scheduled for 100,000 community food stores, Oct. 15-24.

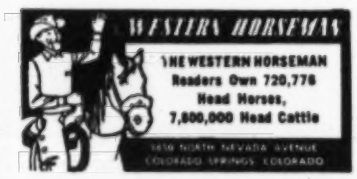
SEP will put out a special Spectacular section in its Oct. 17 issue, highlighting the event. Participating stores will use point of sale material and product displays. A kit of display materials has been developed and shipped to the participating wholesalers and retailers. Julian J. Jackson Agency, Chicago, handles advertising and public relations for NARGUS.

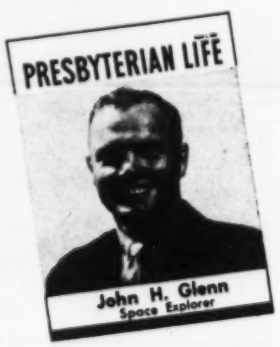
Creative Service Adds Two

Creative Service Associates, Dayton, recently organized marketing and sales consulting company, has been named to set up a five-year marketing program for Colonial Poultry Farms Inc., Pleasant Hill, Mo., which operates in five countries. The new company has also been named to prepare a long range marketing program for Laundry Store Sales Inc., Minneapolis, which sells and services coin operated King Koin Launderettes in nine states.

Schuller to Fessel, Siegfriedt

Jack V. Schuller, formerly art director, Campbell-Ewald Co., Chicago, has been named art director, Fessel, Siegfriedt, Dooley & Moeller, Louisville agency.





National Advertisers Step Up Lineage

Orders for space in PRESBYTERIAN LIFE are running 20% ahead of a year ago. National advertisers are increasingly aware that PRESBYTERIAN LIFE reaches a valuable consumer market at a surprisingly low cost.

Here are the Facts:

- **CIRCULATION—1,109,292**—(Publisher's ABC Statement, July-Dec. 1958) This is increasing consistently. Concentrated among families in suburbs, small cities, towns.
- **COST OF 4-COLOR PAGE—$4115**
- ***NUMBER OF HOUSEHOLDS REACHED PER DOLLAR—270** (Based on 4-color page) More than most other leading consumer magazines.
- ***INCOME PER HOUSEHOLD**—Median income $6366; upper half $8992. 41.4% have incomes of $7000 or more; 16.5% $10,000 or more.
- ***HOME OWNERSHIP—80.5%**
- ***AUTOMOBILES—119.9** per 100 households
- ***MEN READERS—47.3%** in management, professional, technical or sales occupations.
- ***WOMEN READERS—93.4%** are housewives

**Starch 1959 Consumer Magazine Report*

For more information on the market reached by this growing medium, write: Advertising Department,

PRESBYTERIAN LIFE

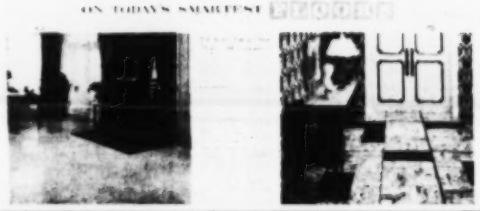
Witherspoon Building, 130 S. Juniper St., Philadelphia 7, Penna.

Published on the 1st and 15th of every month.

Foster Binns Jensen Lewis Angle

ARMSTRONG CORK'S—*Talking to field salesmen over a special telephone hook-up are these five marketing men of Armstrong Cork Co., Lancaster, Pa.: L. E. Foster, linoleum and Corlon marketing manager; J. H. Binns, floor division general sales manager; H. A. Jensen, asphalt tile and Excelon marketing manager; E. H. Lewis, floor advertising section copy chief, and R. A. Angle, luxury tiles marketing manager.*

ERRATUM INADVERTUM—*What the above gentlemen are explaining to the field forces is Armstrong's fall advertising in shelter magazines. In its Sept. 14 issue in which these two photographs appeared, Advertising Age intended to show a sample of Armstrong's advertising. But AA inadvertently pictured instead part of an ad to be run by Kentile Inc. Both pictures reappear here properly identified.*



KENTILE'S—*Kentile Inc. is running an eight-page color ad in the October issues of House Beautiful, House & Garden and Living for Young Homemakers to promote its vinyl flooring. Shown at left is the opening right-hand page which opens into a spread and then unfolds into one large page the size of four regular pages. Benton & Bowles, New York, is the agency.*

'Pharmacy International' Dies, 'El Farmaceutico' Expands

American Exporter Publications, New York, is suspending publication of *Pharmacy International*, effective with the December issue, to "concentrate our efforts" on the Spanish-language edition, *El Farmaceutico*. *Pharmacy International* is an English-language book circulating in Europe, Asia and Africa. *El Farmaceutico* circulates in Latin America. The two publications were acquired from McGraw-Hill Publishing Co. several years ago. Both have controlled circulations.

Robert H. Johnston, president, announced that effective with the January issue, *El Farmaceutico* will appear in a new editorial dress, designed for the "hard-pressed, busy druggist," and will deliver a circulation of 20,000, compared to the present 13,000. Ad rates will be moved up to $550 per b&w page. Richard Lurie, editor of *American Exporter*, will be editorial director of *El Farmaceutico*.

Selright Sets Spot TV Push

Selchow & Righter, New York, has completed plans for a four-week pre-Christmas spot tv push which will start Nov. 23 in 21 major markets. Between six and 25 announcements, composed primarily of minutes with some IDs, will be run weekly in each market. Commercials will promote Selright's Scrabble, Scrabble for Juniors and parcheesi, as well as the new game, Peanuts. Spots for the latter will use cartoon characters created by the originator of the Peanuts comic strip. The campaign was placed through Lester Harrison Inc., New York.

Bosomy Ad Was Okay—Just Too Big, Exhibitor Learns

(Continued from Page 3)

who also works with the youth court notified the district attorney, who brought charges. The objectionable placard had been on display for just over a week when the court demanded that it be removed.

Court Chamber II, in Karlsruhe, has just handed out the fine because the theater owner violated a law stating that film placards which are deemed "dangerous to youth because of suggestive subject matter" cannot be displayed as blowups.

■ The court had originally planned to fine the theater man 100 marks ($25) or five days in jail for having the huge card on display. It decided, however, that the display had been "suggestive" for only the 30 minutes before Miss Jacobsson's bosom was painted over, and so reduced the fine by 50%. #

Ciccarelli to Hammer Co.

Amleto Ciccarelli, formerly head of his own advertising agency, Reed-Wharton Advertising, Bristol, Conn., and at one time commercial manager of WBIS, Bristol radio station, has joined Hammer Co., Hartford and New York advertising agency, as account and marketing executive.

Hannon to 'Wholesale Grocer'

Wholesale Grocer News, published by Verst Publishing Co., Chicago, has named Justin Hannon, 4708 Crenshaw Blvd., Los Angeles, as advertising representative for the Pacific Coast states.

Good Seasons Sets Mix Drive

Perkins division of General Foods Corp., Chicago, has set a consumer campaign to introduce new packages for its Good Seasons salad dressing mixes, cheese-garlic, exotic herbs, blue cheese and others. The company will announce the new packaging and flavors with ads in October issues of *Better Homes & Gardens, Good Housekeeping, Holiday, The New Yorker, Sunset Magazine* and *Suburbia Today*. Foote, Cone & Belding is the agency.

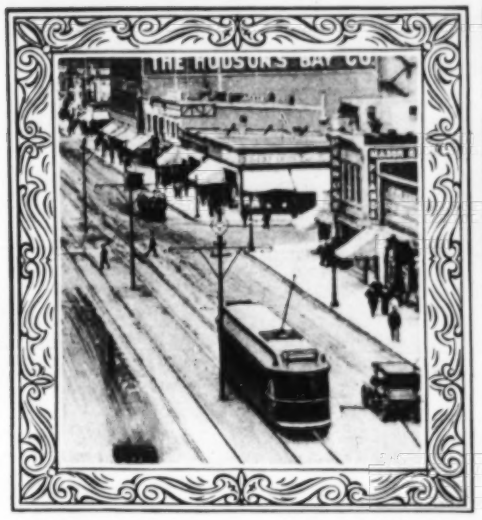
'Bride & Home' Names Hall

Bride & Home has named Maybelle F. Hall Co., New York, to handle advertising. The account was formerly with Arndt, Preston, Chapin, Lamb & Keen, Philadelphia.

HAVE YOU READ

The latest data on the Vermont market? In capsule form: $591 million consumer spending income; $456 million total retail sales; $114 million food sales; $10 million drug sales. Reach the market with one order, one bill, one buy. For details, write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

How long since you checked the market facts on **EDMONTON?**



Photograph by McDermid Studios

Pioneer Days in early Edmonton.

Photograph by Richard G. Proctor

Booming growth and prosperity means busy shopping days.

Photograph by Wells Studios

Edmonton's proud new City Hall.

Test your knowledge with this **"MARKET QUIZ"**

QUESTION
Edmonton's population has increased (a) 32%, (b) 75%, (c) 69% since 1951?

ANSWER
If you picked (b) you deserve a pat on the back. Metro Edmonton's population has grown to 303,000, based on preliminary results of the 1959 official civic census. This shows an increase of 75% since 1951, the largest gain of any Metro area in Canada.

QUESTION
Edmonton's retail sales now total (a) $316,659,000, (b) $305,699,000, (c) $300,425,699?

ANSWER
Go to the head of the class if you chose (a). Retail sales in Edmonton have risen to an astounding $316,659,000.

QUESTION
THE EDMONTON JOURNAL'S circulation is now (a) 106,608, (b) 98,790, (c) 107,514?

ANSWER
(a) is the correct answer to this one. THE EDMONTON JOURNAL'S circulation has kept pace with the city's growth and now stands at 106,608.

If you weren't sure of the questions above, it's probably time to take a good, long look at Edmonton, located just south of the geographical centre of booming Alberta. Things have changed! The facts prove Edmonton to be *an increasingly important market for whatever you have to sell!* Be sure you sell Edmonton the most effective way. Sell it through the pages of THE EDMONTON JOURNAL, the newspaper that gives you saturation coverage of Alberta's capital with 90% city zone circulation home delivered.

Sources: Copyright 1959, Sales Management Survey of Buying Power, further reproduction of which is not licensed; and D.B.S.

Free Information on Edmonton's Multi-Million Dollar Market

Edmonton is an *important* market. For instance: Edmonton's annual net effective buying income is now $447,346,000 and the average household income is now $5,933.

These statistics, as well as many other important facts, are included in Southam Newspapers' "Annual Report of 1959 Market Data," *Edmonton Edition*, a copy of which is yours for the asking. Veritably a mine of information on the Greater Edmonton Market, it is a report that can be of the greatest assistance to you in planning your advertising campaigns. Ask your Southam representative for a copy or write to any Southam office. Discover just how much Edmonton can mean to you. Reach it best through THE EDMONTON JOURNAL.

UNITED STATES
CRESMER & WOODWARD INC. (CAN. DIV.)
NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

GREAT BRITAIN
F. A. SMYTH & ASSOCIATES LIMITED
34-40 LUDGATE HILL
LONDON, E.C. 4, ENGLAND

TORONTO
THE SOUTHAM NEWSPAPERS
88 UNIVERSITY AVE.
K. L. BOWER, MANAGER

MONTREAL
THE SOUTHAM NEWSPAPERS
1070 BLEURY ST.
J. C. McCAGUE, MANAGER

YOU GET **ACTION** WHEN YOU ADVERTISE IN
The Edmonton Journal
One of the Eight Southam Newspapers in Canada

Other Southam Newspapers are:
THE OTTAWA CITIZEN • THE NORTH BAY DAILY NUGGET • THE HAMILTON SPECTATOR • THE WINNIPEG TRIBUNE
THE CALGARY HERALD • THE MEDICINE HAT NEWS • THE VANCOUVER PROVINCE* *Published for Pacific Press Ltd.

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker